

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	10-06-2025
Team ID	LTVIP2025TMID55288
Project Name	Flight Finder
Maximum Marks	4 Marks


### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

### Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Online Complaint Registration and Management System

#### Before you collaborate

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» Get an overview

The Online Complaint Registration and Management System automates the process of submitting, tracking, and receiving complaints.

» Optimize the process

It can help organisations develop a safety management system that reduces the number of complaints and improve satisfaction.

» Become familiar with key features

- User registration and complaint submission
- Tracking, notifications, and agent interaction
- Assigning and routing complaints

#### Define your problem statement

What problems can this system help to solve? What are the most important problems and needs? What time for a solution? This will be the focus of your discussion.

→ Problem

How might we improve complaint resolution efficiency?

#### Key rules of brainstorming

For a successful session

- 💡 Encourage all ideas
- 🕒 Go for quantity
- 🚫 Defer judgment
- ➡ Link and improve

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the pencil icon to switch to sketch mode to start drawing!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

## Step-3: Idea Prioritization

4

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

