

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS24275
Project Name	Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth
Maximum Marks	4 Marks

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

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

The screenshot shows the 'Brainstorm & Idea prioritization' template from Mural. The interface is divided into three main sections:

- Left Panel (Sidebar):** A vertical sidebar on the left with a blue header labeled 'Template'. It features a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. Below the title, there's a brief description: '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.' At the bottom of the sidebar, it says '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.
- Middle Panel (Before you collaborate):** This section contains a heading 'Before you collaborate' and a sub-section titled 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' It includes a '10 minutes' timer icon. Below this, there are three numbered steps:
 1. **Team gathering:** Define who should participate in the session and when it will take place. Share relevant information on your calendar.
 2. **Set the goal:** Define what the problem you'll be focusing on during the brainstorming session.
 3. **Select items to focus the facilitation meeting:** Use the Facilitation Questions to set a strategy and productive session.
- Right Panel (Define your problem statement):** This section has a heading 'Define your problem statement' and a sub-section titled 'Understand the existing pain points and the impact of project blockers like不知道, 不协调, 不一致, 不可见, and 不可得. What factors are causing new data, data inconsistency, or communication systems to hinder the analysis? How might we tackle these effectively?'. It includes a '10 minutes' timer icon and a box asking 'What might we [your problem statement]?'. At the bottom, there's a 'Run session' button with a timer icon and a '10 minutes' duration indicator.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

10 minutes

2

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Create all sticky notes have been grouped, 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

Person 1



Person 2



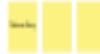
Person 3



Person 4



Person 5



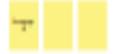
Person 6



Person 7



Person 8



1



Type your heading...

Step-3: Idea Prioritization

1

Prioritize

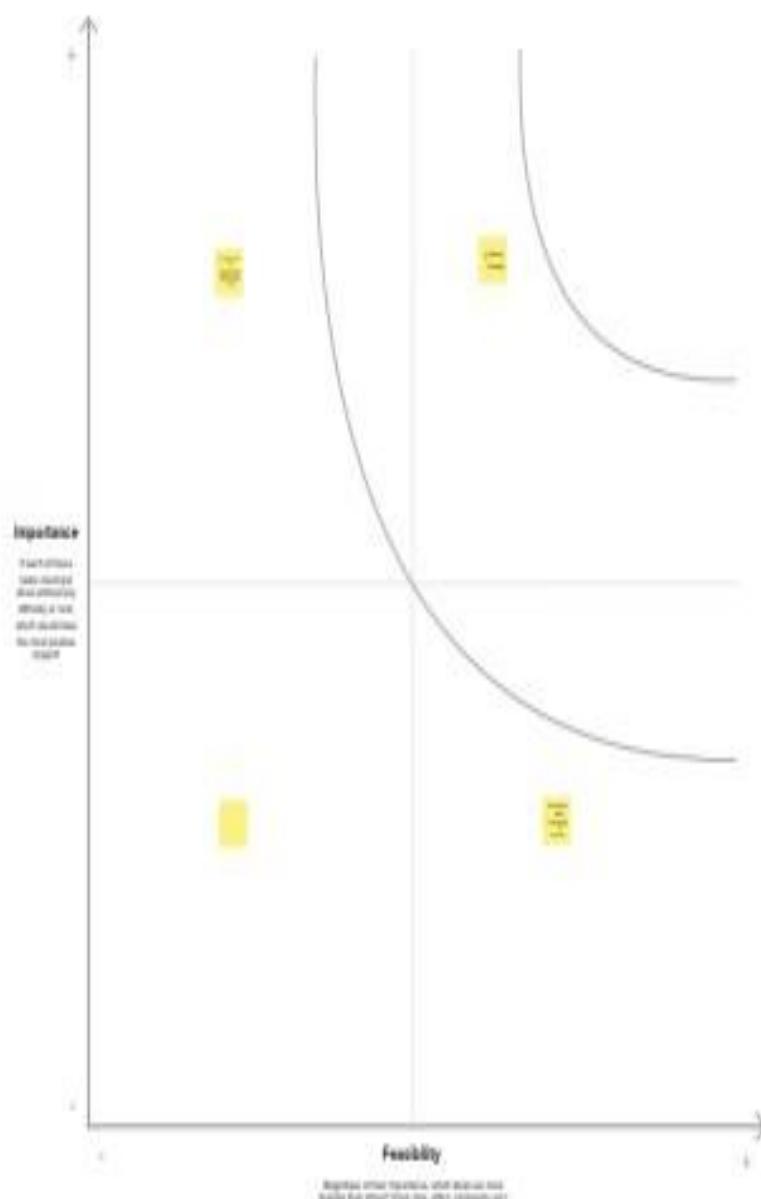
Your ideas should all live on the same page about what's important moving forward. Place your ideas in this grid to determine which ideas are important and which are feasible.

20 minutes

2

+

Important and feasible ideas are easier to plan and likely have enough go/no-go info. This quadrant can continue to open as long as new ideas continue to be proposed.



3

After you collaborate

You can export this visual as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the visual:
Share a view link to the visual with collaborators to keep track in the map about the outcomes of the session.

Export the visual:
Export a copy of the visual as a PDF or PPT to share or print later, include in emails, or save in your files.

Keep moving forward

- Strategy blueprint:**
Outline the components of a solid base strategy.
[Open the template](#)
- Customer experience journey map:**
Understand customer needs, motivations and obstacles for an experience.
[Open the template](#)
- Strategic, operational, organizational & financial:**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to prioritize a plan.
[Open the template](#)

