

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27th Jan 2026
Team ID	LTVIP2026TMIDS28540
Project Name	Learnhub
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

The screenshot displays the Mural template for Brainstorm & Idea Prioritization. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief description of preparation steps. It lists:
 - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. (10 minutes)
 - B Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
 - C Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session. (Open article)
- Define your problem statement:** This section includes a box labeled "PROBLEM" containing the placeholder "How might we [your problem statement]?" (5 minutes).
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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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 [switch to sketch] icon to start drawing!

Person 1

We need a platform where students can access latest technology courses

Person 2

We need a platform where individual educators can create courses

Person 3

Courses need to be affordable to students

Person 4

Courses can be learnt in anywhere and in any language from across the world

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once 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

TIP

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

Students can enroll and learn courses

Individual educators can create courses

Courses can be learnt from anywhere and in any language

Step-3: Idea Prioritization

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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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

