

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	
Project Name	
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 shows a digital template for a brainstorming session. It is divided into three main vertical sections:

- Left Column:** Features a circular icon with a lightbulb inside a speech bubble, followed by the title "Brainstorm & idea prioritization". Below the title is a descriptive paragraph: "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 this column are three icons with text: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Contains three steps:
 - Before you collaborate:** A brief description of preparation, a timer icon (10 minutes), and a link to "Open article".
 - Team gathering:** A description of defining participants, a timer icon (5 minutes), and a box labeled "PROBLEM" containing the placeholder "How might we [your problem statement]?".
 - Set the goal:** A description of focusing on solving the problem, a timer icon (5 minutes), and a link to "Open article".
- Right Column:** Features a circular icon with a brain inside, followed by the title "Key rules of brainstorming". Below it is a list of six rules with corresponding icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - 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 (watch to sketch) icon to start drawing!

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 break it up into smaller sub-groups.

⌚ 20 minutes

TIP
Add customizable tags to sticky notes to quickly find, browse, organize, and categorize important ideas as themes with your team.

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
If each of these ideas could get done without any difficulty or cost, which ones have the most positive impact?