

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	21-06-2025
Team ID	LTVIP2025TMID47723
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
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 on of imagination and start shaping concepts even if you're not sitting in the same room.

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



Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A

Team gathering
Facilitator: vyshnavi pagidirayi
Team Member: Yellanuru Niveditha

B

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session: *How can we improve student engagement in online classes?*

C

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1

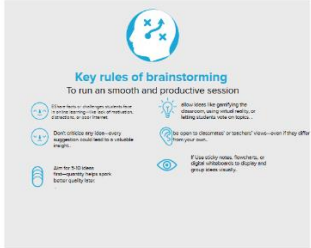
Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

"How can we improve student engagement in online classes?"



Key rules of brainstorming

To run a smooth and productive session

- When brainstorming, suspend your judgment. No idea is too silly.
- Quantity is more important than quality.
- Build on others' ideas. Making suggestions could result in a valuable concept.
- Don't let the group's consensus stop you. If you have a better idea, say it.
- Encourage wild ideas. Sometimes the best ideas come from the most unlikely places.
- One idea can lead to another. Build on the ideas of others.
- Focus on the problem, not the solution. It's okay to say "I don't know."
- It's okay to say "I don't know."

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

Person 1

- Interactive polls and quizzes
- Gamification of participation
- 5-minute energizer breaks
- Weekly discussion boards

Person 2

- Student-led mini-presentations
- Live drawing or whiteboarding sessions
- Small breakout groups for discussions
- Feedback forms after each session
- Interactive storytelling or case studies

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

3 Group ideas

20 minutes

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

- Interactive polls and quizzes**
 - Use live polls and short quizzes to keep students engaged throughout the session.
- Gamification of participation**
 - Award points or badges for class participation and responses.
- 5-minute energizer breaks**
 - Short stretching or fun breaks to refresh students between sessions.
- Virtual background themes**
 - Encourage themed virtual backgrounds to build excitement and creativity.
- Weekly discussion boards**
 - Create forums where students post ideas or reflections each week.
- Small breakout groups for discussions**
 - Use breakout rooms to foster collaboration and peer learning.
- Student-led mini-presentations**
 - Let students take the lead to explain topics or teach short segments.
- Live drawing or whiteboarding sessions**
 - Visual collaboration tools to solve problems together.
- Feedback forms after each session**
 - Collect regular feedback to adapt teaching style and content.
- Interactive storytelling or case studies**
 - Use stories or real-life examples to explain complex concepts.

Step-3: Idea Prioritization

4 Prioritize

interactive polls and quizzes
→ Boosts real-time participation and engagement.

Gamification of participation
→ Keeps students motivated through points, rewards.

5-minute energizer breaks
→ Helps maintain attention span and energy.

Feedback forms after each session
→ Allows you to adapt and improve quickly.

20 minutes

TIP How impactful the idea is
How easy it is to implement

Ask these questions for placement:
Will this idea meaningfully engage students?
Can we implement this with our current tools/skills/budget?

Importance
These directly influence student interaction, motivation, and focus.

Feasibility
Easy to implement with minimal resources or technical setup.

