

IdeationPhase

Brainstorm & Idea Prioritization Template

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| Date | 31January 2025 |
| Team ID | LTVIP2026TMIDS87161 |
| Project Name | Civil Engineering Insight Studio |
| Maximum Marks | 4Marks |

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 Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Left Column:** Features a lightbulb icon and the title "Brainstorm & idea prioritization". Below it, a note says: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate". It includes a step-by-step guide:
 - Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
 - Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
 - Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.A "Open article" button is available for the facilitation tools section. A timer indicates "10 minutes".
- Right Column:** Titled "Define your problem statement". It asks: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A "PROBLEM" box contains the placeholder "How might we [your problem statement]?" A timer indicates "5 minutes".

At the bottom right, a summary titled "Key rules of brainstorming" lists six rules with 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

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 start drawing!

Person 4

TIP
Add customizable tags to sticky notes to find, filter, organize, and categorize important ideas as themes under your board.

Step-3: Idea Prioritization

3
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 cursor to point at where sticky notes are placed on the grid. The facilitator can confirm the spot by using the arrow pointer holding the H key on the keyboard.

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

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)