

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS38392
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization matter for reading
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 'Brainstorm & idea prioritization' template from Mural. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon, a timer icon indicating 10 minutes, and a brief description: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It also lists three steps: A) Team gathering, B) Set the goal, and C) Learn how to use the facilitation tools. An "Open article" button is present at the bottom.
- Define your problem statement:** This section has a timer icon indicating 5 minutes. 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 box labeled "PROBLEM" contains the placeholder text "How might we [your problem statement]?"
- Key rules of brainstorming:** This section features a brain icon and a list of 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

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 [switch to sketch] icon to start drawing!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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 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, review, organize, and categorize important ideas as themes within your mind.

Person 4

Step-3: Idea Prioritization



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

