

Brainstorm & Idea Prioritisation Template

Date	22nd June 2025
Team ID	LTVIP2025TMID56797
Project Name	ShopEZ E-- One-Stop Shop For Online Purchases
Maximum Marks	4 Marks


Brainstorm & Idea Prioritisation 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. Prioritising volume over value, out-of-the-box ideas are welcome and built upon. All participants are encouraged to collaborate, helping one another develop a rich array of creative solutions.

Use this template in your 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



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**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 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](#) →

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

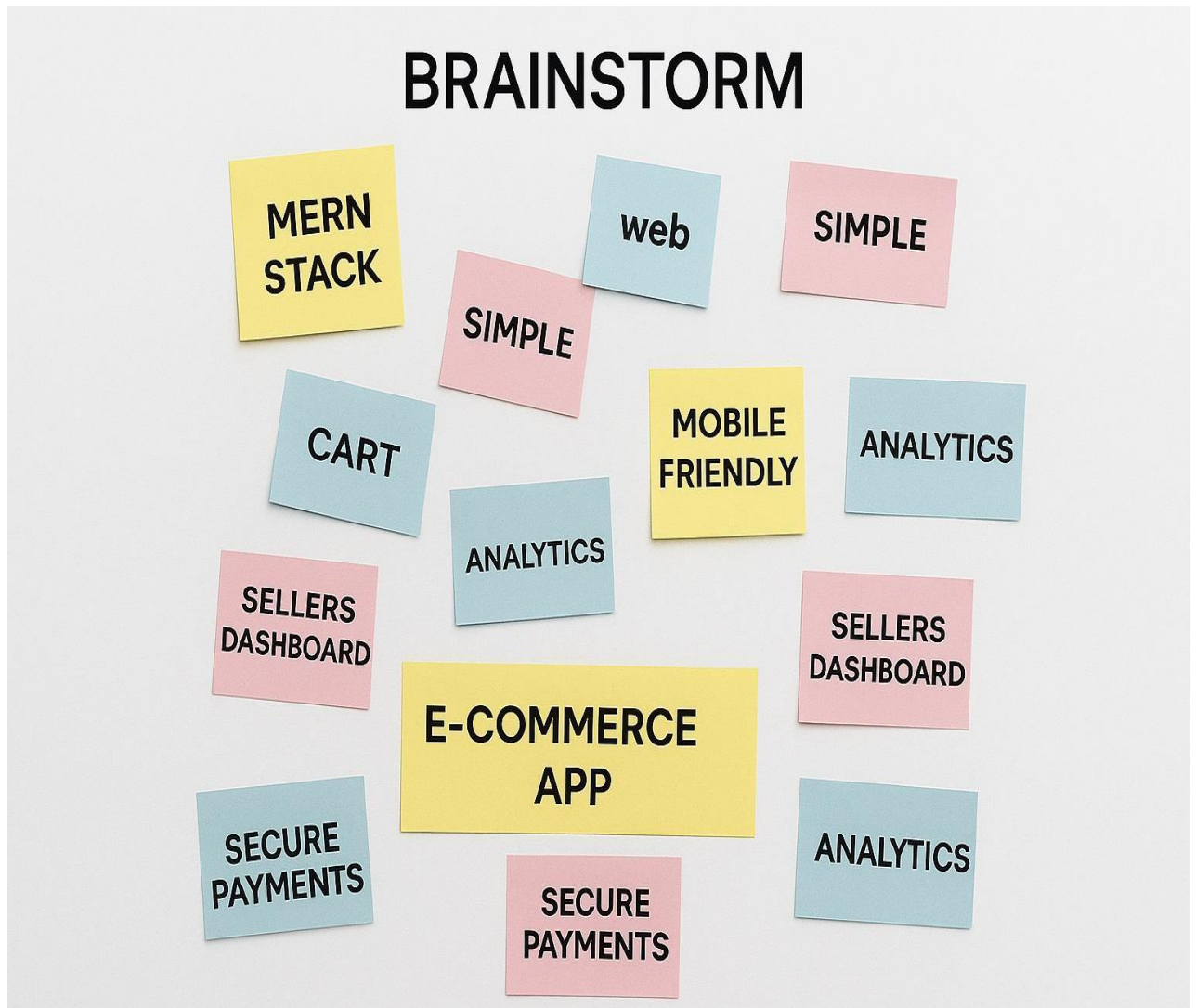
How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

- 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



Step 3: Idea Prioritisation

IDEA LISTING

**MERN
STACK**

Simple

Web

**E-commerce
app**

Cart

**Automated
emails**

**SELLERS
DASHBOARD**

**Recommendation
engine**

IDEA GROUPING

Technology

Features

Admin

**MERN
stack**

Simple

**Mobile
friendly**

Cart

**Automated
emails**

**Sellers
dashboard**

**Recommendation
engine**