

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS79861
Project Name	explore with ai: custom itineraries for your next journey
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 the 'Brainstorm & idea prioritization' template. It includes a sidebar with a lightbulb icon and a main content area divided into three columns.

Left Column:

- Icon:** Lightbulb inside a speech bubble with wavy lines.
- Title:** Brainstorm & idea prioritization
- Description:** 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.
- Preparation Time:** 10 minutes to prepare, 1 hour to collaborate, 2-8 people recommended.

Middle Column:

- Icon:** Blue square with a white arrow pointing right.
- Title:** Before you collaborate
- Description:** A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
- Duration:** 10 minutes

- Icon:** Blue square with a white letter A.
- Title:** Team gathering
- Description:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

- Icon:** Blue square with a white letter B.
- Title:** Set the goal
- Description:** Think about the problem you'll be focusing on solving in the brainstorming session.

- Icon:** Blue square with a white letter C.
- Title:** Learn how to use the facilitation tools
- Description:** Use the Facilitation Superpowers to run a happy and productive session.
- Link:** Open article →

Right Column:

- Icon:** Blue circle with a white number 1.
- Title:** Define your problem statement
- Description:** What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
- Duration:** 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

	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 [switch to sketch] icon to start drawing!

Person 4

Person 5

Person 6

Person 7

Person 8

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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, browse, organize, and categorize your notes as themes within your mural.

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

Importance
If each of these tasks could get done without any other task, which would have the most positive impact?

TIP
Participants can use their cursors to point at where they think their idea should go on the grid. The facilitator can confirm the spot by using the laser pointer and hitting the H key on the keyboard.

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