

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 February 2026
Team ID	LTVIP2026TMIDS90064
Project Name	Freelancer Finder
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 Mural template for "Brainstorm & Idea Prioritization". It is organized into three main vertical columns:

- Before you collaborate:** This section includes a circular icon with a lightbulb and wavy lines, a title, a brief description, and a timer indicating 10 minutes.
- Define your problem statement:** This section includes a circular icon with the number 1, a title, a brief description, and a timer indicating 5 minutes. It also features a "PROBLEM" box containing the placeholder text "How might we [your problem statement]?".
- Key rules of brainstorming:** This section includes a circular icon with a brain and gears, a title, a brief description, and a list of six rules, each accompanied by an icon:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

At the bottom left, there is a sidebar with a large circular icon, the title "Brainstorm & idea prioritization", a descriptive paragraph about the template's purpose, and preparation details: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

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!

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 break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to make them easier to find, organize, and categorize important ideas as themes with your team.

Person 4

Step-3: Idea Prioritization

4

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 cost or effort, which would have the most positive impact?

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The host can control the cursor by using the laser pointer holding the **H** key on the keyboard.