

Ideation Phase

Brainstorm s Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID48326
Project Name	Visualization Tool For Electric Vehicle Charge And Range Analysis
Maximum Marks	4 Marks


Brainstorm s 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



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

🗒️

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

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Tip

Use brainstorming to generate ideas, then use affinity grouping to organize the resulting ideas into related subgroups.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group Ideas

Take turns sharing your ideas as you cluster similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try to break it up and break it up into smaller sub-groups.

20 minutes

Tip

After a cluster has been made, no one should be allowed to change or remove the label. If you are working on a cluster that is too large, break it up into smaller sub-groups.

Cluster 1

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

TP

Participants will use their domain expertise to identify ideas that should go on the grid. The facilitator can confirm the clarity using the team's understanding of why an idea is important.

5 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Show the mural**
 Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
 Export a copy of the mural as a PNG or PDF to which to attach, archive it, email, or save it your drive.

Keep moving forward

- Strategy blueprint**
 Capture the components of a new idea or strategy.
- Customer experience journey map**
 Understand customer needs, motivations, and obstacles for an experience.
- Strengths, weaknesses, opportunities & threats**
 Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.