

Ideation Phase Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS35982
Project Name	Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth
Maximum Marks	4 Marks

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot shows the 'Template' section of the Mural interface. On the left, there's a sidebar with a blue vertical bar containing the word 'Template'. The main area has a light gray background with a large white central panel. At the top left of this panel is a circular icon with a lightbulb inside, followed by the text 'Brainstorm & idea prioritization'. Below this, a sub-section titled 'Before you collaborate' provides instructions for setting up a session, mentioning a 30-minute preparation phase. It also lists three steps: 'Brainstorming' (defining roles and objectives), 'Set the goal' (defining the problem you're trying to solve), and 'Launch' (using the facilitation template to start the session). To the right of the main panel, there are two smaller preview boxes. The top one is titled 'Define your problem statement' and the bottom one is titled 'Keep it short & be direct during'. Both boxes contain detailed descriptions of their respective steps.

Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm

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

10 minutes



Tip:
For each idea, write one sentence that addresses the problem you're trying to solve.



Group ideas

Take turns sharing your ideas while clustering 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 and see if you can break it up into smaller sub-groups.

10-20 minutes



Tip:
When clustering, try to keep notes that relate to each other together. If a cluster is too large, consider breaking it up.

Step-3: Idea Prioritization



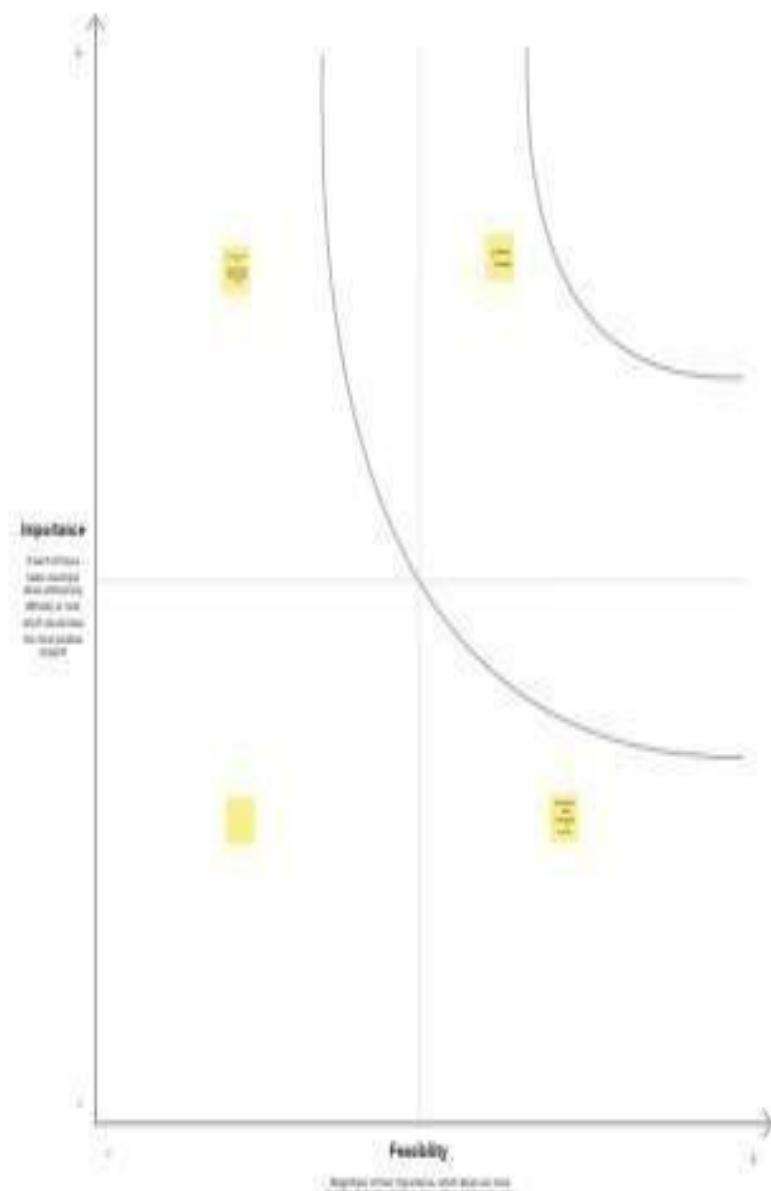
Prioritize

Your team should sit in on the same page about what's important moving forward. Place your ideas in this grid to determine which ideas are important and which are feasible.

20 minutes



Tip:
Participants can use their mobile devices to place sticky notes anywhere on the grid. The facilitator can monitor the space to ensure the most popular trending topics are highlighted.



After you collaborate

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

Quick add-ons

- Share the tool:**
Share a view link to the visual with stakeholders to keep track of the ideas where the discussion is still ongoing.
- Export the visual:**
Export a copy of the visual as a PDF or PPT to share it quickly, include it online, or save it for later.

Keep moving forward

- Strategy blueprint:**
Define the components of a successful strategy.
[Open the template & edit](#)
- Customer experience journey map:**
Understand customer needs, motivations, and challenges by an experience.
[Open the template & edit](#)
- Strengths, weaknesses, opportunities & threats:**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to increase a plan.
[Open the template & edit](#)

