

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	FEB 2026
Team ID	LTVIP2026TMIDS86694
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

This brainstorming and idea prioritization exercise focuses on developing a meaningful index to measure prosperity through the lens of economic freedom. By combining factors like business freedom, income equality, healthcare access, and policy transparency, we aim to identify what truly drives prosperity in different regions. The ideas generated here will guide our research, data collection, scoring system, and visual analysis, helping us design an index that reflects both opportunity and well-being. This foundation will support further group collaboration, comparison studies, and actionable insights for real-world evaluation.

Link of Brainstorm & Idea Prioritization:

<https://app.mural.co/t/salma4377/m/salma4377/1750848668550/5188bf82829b86dd8d12932cb9997fae634d036d?sender=ucaffc1a624b53dfc6cee5521>

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

The screenshot displays a Mural board titled "Brainstorm & idea prioritization" with a blue sidebar labeled "Template". The board is divided into three main columns:

- Left Column (Context & Goals):**
 - Brainstorm & idea prioritization** (with a lightbulb icon)
 - We conducted open discussions and whiteboarding sessions, focusing on:
 - Core features of a smart cart
 - Customer pain points in traditional shopping
 - Integration possibilities (IoT, QR code, app, etc.)
 - UX/UI flows
 - Backend scalability and logic
 - Phase: Scope Product and Backend development
 - Duration: 1 week
 - Team Size: 3 members
- Middle Column (Process & Objectives):**
 - Objective:** To generate innovative ideas that enhance the shopping experience using a smart cart, combining both tech and usability.
 - Team Collaboration exercise:** Our team consisted of 3 individuals members who collaborated closely over a 1-week development cycle. Each member focused on a specific technical area: user interface development.
 - Set the goal:** The primary goal of this Smart Cart project is to enhance the in-store shopping experience by developing a smart technology environment.
 - Prioritization tools used:**
 - Functionality needs are methods or digital platforms that help a team:
 - Organize ideas (brainstorming)
 - Make decisions (prioritization)
 - Communicate effectively (team management)
 - Solve problems (prioritization or discussion)
- Right Column (Problem Statement & Rules):**
 - Problem statement:** Traditional shopping in supermarkets often leads to being queues at checkout counters, manual billing delays, and inefficient store management. There is a clear need for a solution that can automate billing, streamline the shopping process, and improve store operations using smart technology.
 - PROBLEM:** Traditional shopping in supermarkets often leads to being queues at checkout counters, manual billing delays, and inefficient store management. There is a clear need for a solution that can automate billing, streamline the shopping process, and improve store operations using smart technology.
 - Key rules of brainstorming:** To run an smooth and productive session:
 - Stay on topic
 - Encourage wild ideas
 - Defer judgment
 - Listen to others
 - Build on others
 - If possible, be visual

At the bottom left, there is a small calendar icon showing dates from 1 to 31, with a "Next meeting" button.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that occur to you that address your problem statement.

30 minutes

Tip You can use a sticky note and let the group decide the priority of each idea.

Person 1

- Automatic product discovery using RFID technology
- Real time cash back and store list display
- Integrated digital payment via QR code
- Mobile app open for shopping list and more history
- Weighted scorecard for each questionnaire
- Virtual assistance for locating products

3 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 (the idea). 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 Ask participants to give a sticky note a rating of 1-5 on how important it is to them and then use that to help you decide which ideas to focus on.

creating a responsive website for smart shopping which can save our time and where we can order products that comes to our door steps

the main goal is to include grocery shopping where we can do online payments where we can also check history about our orders and so on

The website also contains admin dashboards where we can sell grocery not only buying

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important, meeting the need. Please group ideas on this grid to determine which ideas are important and which are feasible.

30 minutes

Tip You can use a sticky note and let the group decide the priority of each idea.

After you collaborate

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

Click to edit text

Share the result
Share a slide to the team with collaborators to keep them in the loop about the outcome of the session.

Export the result
Export a copy of the result as a PDF or PNG to share with others, include a watermark in your slide.

Manage meeting document

Strategy Diagram
Outline the components of a new idea or strategy.
[Open the template](#)

Customer experience journey map
Understand customer needs, motivations, and behaviors for an experience.
[Open the template](#)

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats to help you develop a plan.
[Open the template](#)