

# 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 shows the 'Template' section of the Mural interface. It features a header with a lightbulb icon and the title 'Brainstorm & idea prioritization'. Below the header, there's a summary of the session: '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.' A note indicates 'Pace: 3 hours (Prepared and Ready to go)'.

The main content area is divided into three columns:

- Objective:** To generate innovative ideas that enhance the shopping experience using a smart cart, considering both user and store usability.
- Problem statement:** Traditional shopping in supermarkets often leads to long 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 long 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.

At the bottom, there's a 'Key values of Brainstorming' section with icons for: Stay on topic, Encourage wild ideas, Foster judgment, Listen to others, Foster inclusion, and If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

**1 Brainstorm**

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

⌚ 60 minutes

**Person X**

- Automatic product delivery using GPS/GPS
- Read user cart total and date till display
- Integrated digital payment via QR code
- Mobile app for shopping lists and cart history
- Mobile app for grocery delivery
- Mobile application for location products

**2 Group Ideas**

Take notes sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a common blue 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

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

**1 Prioritize**

Now let's prioritize all the ideas on how users might value them based on importance. Place your notes on this grid for different user needs. Ideas over importance tend to have more benefits.

⌚ 20 minutes

**Importance**

How much difference does this idea make to the user? If this idea is removed, would the user still be able to accomplish their goal?

**Possibility**

How feasible is this idea? Is there a way to implement this idea without causing too many difficulties?

**2 After you collaborate**

You can export this board as an image or PDF for review with members of your team or pitch this board at a meeting.

**Check out some:**

- Share this board**: Share a link to this board with stakeholders or team. It's a great way to keep everyone on the same page.
- Report this board**: Report this board if it's not relevant or if there's a problem with the data.

**Keep moving forward:**

- Analyze insights**: Get the requirements of a new idea or change.
- Open this template**: Open this template.
- Customer experience journey map**: Understand customer needs, motivations, and challenges for an audience.
- Open this template**: Open this template.
- Strengths, weaknesses, opportunities & threats (SWOT)**: An analysis of a plan.
- Open this template**: Open this template.