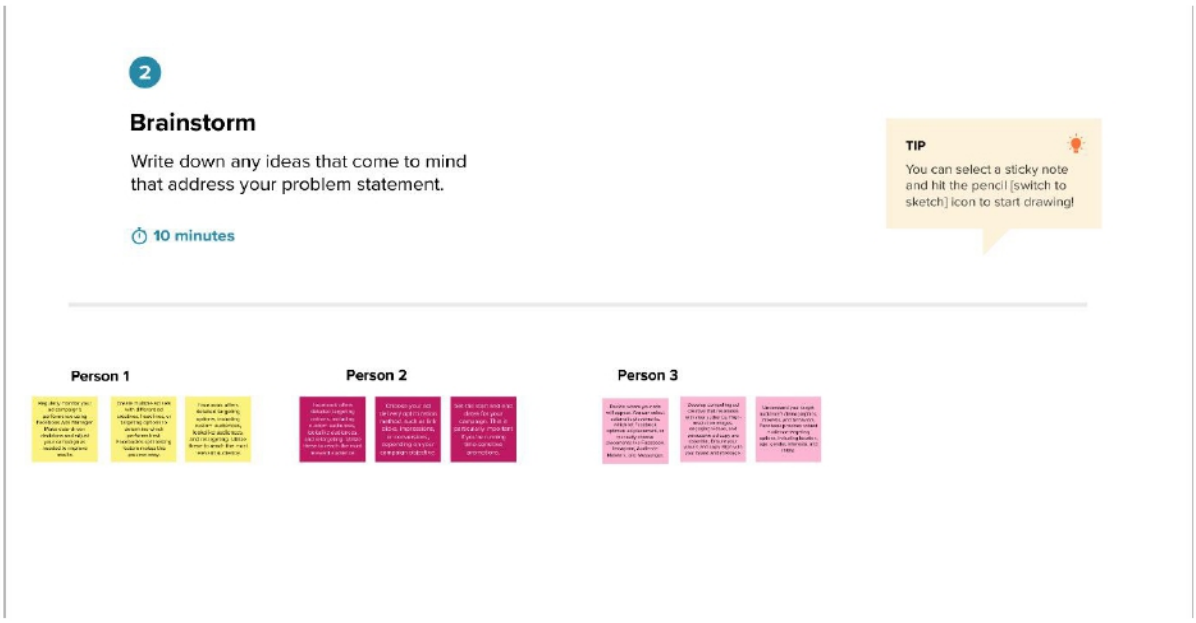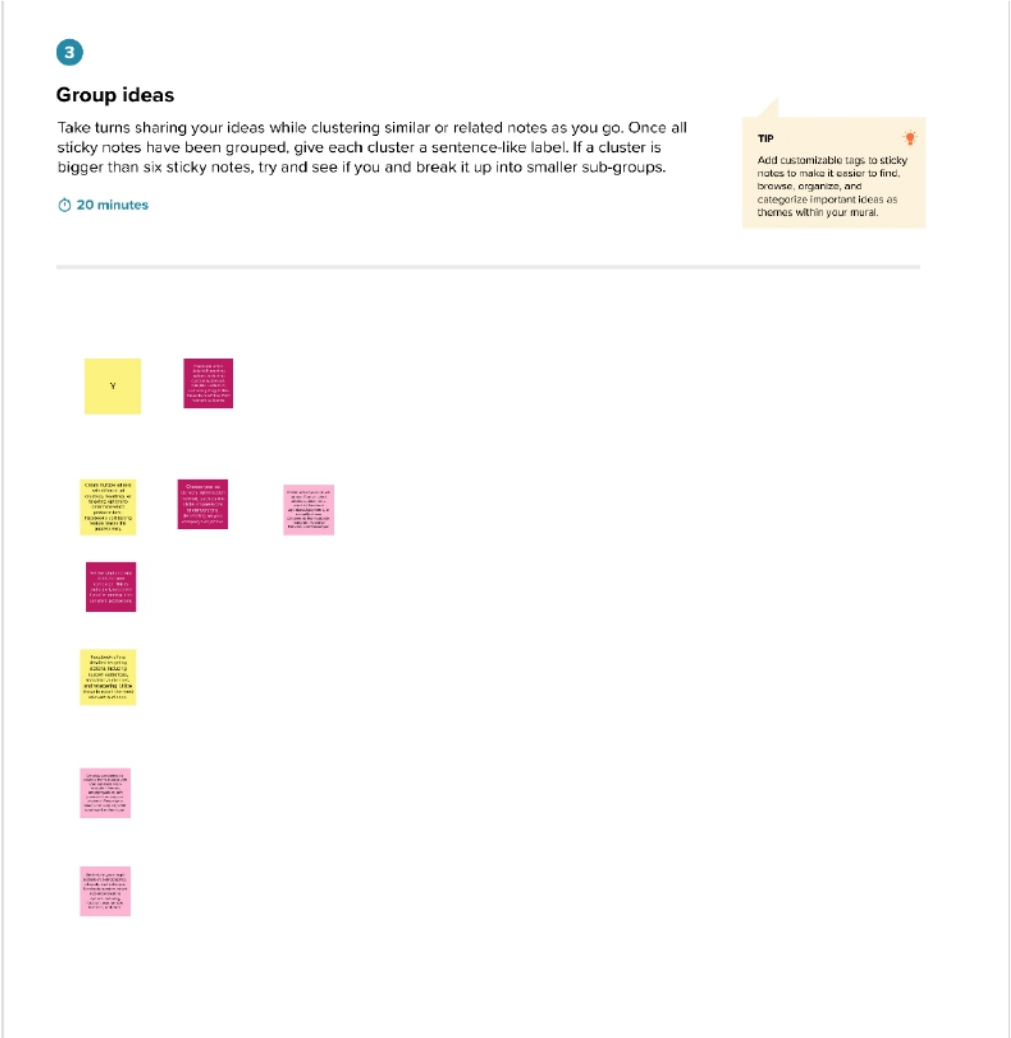Step-2: Brainstorm, Idea Listing and Grouping