

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27-01-2026
Team ID	LTVIP2026TMIDS38973
Project Name	Househunt: finding your perfect rental home
Maximum Marks	4 Marks

Brainstorm & 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



Online Complaint Registration and Management System

Before you collaborate

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- Get an overview
- The Online Complaint Registration and Management system allows managing records of submitting, tracking, and receiving complaints
- Optimize the process
- It can help organisations develop a safety management system by reducing complaints and improving satisfaction.
- Become familiar with key features
- User registration and complaint submission
- Tracking, notifications, and agent interaction
- Assigning and routing complaints

Define your problem statement

What problems can this system help to solve? Identify core problems and reframe them for a better focus. This will be the focus of your discussion.

→ Referent

How might we improve complaint resolution efficiency?



Key rules of brainstorming

For a successful session:

- Encourage all ideas
- Go for quantity
- Delay judgment
- Link and improve

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 You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 4

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize ideas across themes within your mural.

Step-3: Idea Prioritization

