

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID52550
Project Name	DocSpot: Seamless Appointment Booking for Health
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template

Purpose:

This template is designed to support collaborative idea generation and decision-making. It creates a space where team members can express thoughts freely, think creatively, and work together to solve problems efficiently. Whether your team is working in person or remotely, this structure ensures that every idea has a chance to be heard and considered.

Why Brainstorming Matters:

Brainstorming helps teams unlock creativity, gain new perspectives, and generate a wide range of solutions to a single problem. It breaks traditional boundaries and promotes collective thinking. Every contribution counts — from practical to imaginative.

How It Works:

- Encourage open participation without judgment or filtering of ideas
- Focus on generating as many ideas as possible — volume leads to variety
- Welcome unconventional or bold suggestions
- Collaborate actively by expanding on each other's thoughts
- After listing, sort ideas into categories or groups (clustering similar thoughts)
- Use prioritization techniques like voting, scoring, or impact-effort matrices

Key Guidelines for Effective Brainstorming:

- Set a clear goal or problem statement
- Limit the time (e.g., 20–30 minutes) to keep energy high
- Create a safe, inclusive environment where all voices are respected
- Use visual aids (e.g., sticky notes, digital boards) to organize and display ideas
- Avoid criticism — focus on building up, not tearing down

Prioritization Techniques You Can Use:

- **Dot Voting** – Team members vote for their top choices using colored dots
- **ICE Scoring** – Rank ideas by Impact, Confidence, and Ease
- **MoSCoW Method** – Sort ideas into Must Have, Should Have, Could Have, and Won't Have
- **Effort vs. Impact Matrix** – Plot ideas to identify quick wins and high-value tasks

Benefits of Using This Template:

- Promotes team alignment and shared understanding
- Makes the decision-making process faster and more transparent
- Helps avoid bias by giving equal weight to all contributions
- Supports both in-person and remote team collaboration
- Encourages innovation and creative problem-solving

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

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



Team gathering

Invite your team's participants to the session and send an invite with instructions so everyone can join ahead.

1

Define your problem statement

Scheduling a meeting to set the problem you're facing beforehand makes for more constructive, contextualizing, and efficient brainstorming sessions.

5 minutes

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm



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

Person 1

Build an
actual
model

Person 2

Drawing
ideas

Person 3

Concept
art stuff

Person 4

Design
wireframes

Drawing
ideas

New
use cases

Sketch
battie

Updated
user
journney

Post-curreat
user journey

Motion
design
help!

Start
prototyping

Start
prototyping

Type your heading...

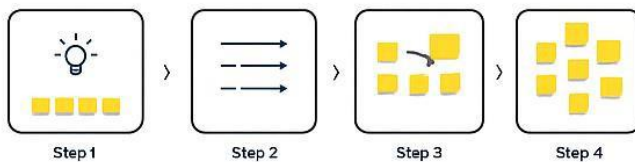
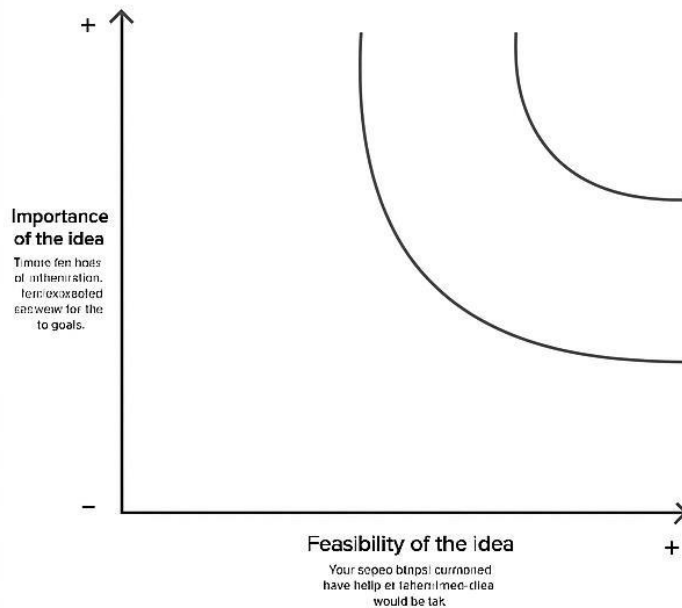
Type your heading...



Step-3: Idea Prioritization

Step 3: Idea Prioritization

Prioritization helps your team create a shared understanding of what's most important and what's feasible.



Quick add-ons

-  **Share the mural**
Invite team members to add how important the idea is in relation to the team's goals.
-  **Export the mural**
Download an image of the matrix as a PNG of PDP and share it with your colleagues.

Keep moving forward

-  **Manage expectations**
Talk about what's realistic to get done in the near term.
-  **Set milestones**
Assign owners to individual ideas.
-  **Repetition reinforces agreements and reveals misalignment**
Update the template.