

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS34562
Project Name	AutoSage App Using Gemini Flash
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.

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



Brainstorm & idea prioritization

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.

10 minutes to prepare
1 hour to collaborate
2-4 people recommended

Before you collaborate

Our team gathered to discuss common problems faced by vehicle buyers and owners. We observed that users struggle to compare vehicles, understand specifications, and find reliable reviews in one place. We decided to brainstorm a smart vehicle expert solution.

10 minutes

- Review specifications: Users often struggle to find the features and specs of their desired vehicle. They often have to visit multiple websites.
- Set the goal: Think about the problem you're looking to solving in your brainstorming session.
- Brainstorm how to solve the problem: Think about the problem you're looking to solving in your brainstorming session.

Open article

Define your problem statement

How might we create a smart vehicle expert app that helps users compare vehicles, access real-time updates, and receive maintenance guidance in one platform?

10 minutes

Problem statement

Users often struggle to find the features and specs of their desired vehicle. They often have to visit multiple websites.

Key rules of brainstorming

To run an smooth and productive session:

- Stay in focus: Stick to the topic at hand.
- Encourage wild ideas: The more ideas, the better.
- Defer judgement: Don't critique ideas during the session.
- Build on others: Collaborate and improve on each other's ideas.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

We've chosen very broad that allows to brainstorm and address your problem statement.

10 minutes

Team

Person 1

Person 2

Person 3

Person 4

Group ideas

Let's create clusters of your ideas, where a related (or related) ideas are grouped. Cluster all ideas, where it has more than one. Give each cluster a name. Use the cluster name to group the ideas. Try to do this in 10 minutes. Try to do this in 10 minutes.

10 minutes

Person 1

Person 2

Person 3

Person 4

Step-3: Idea Prioritization

4

Prioritize

You have ideas of all for on the screen page about what's important moving forward. Place your items on this grid to determine which ideas are important and which are feasible.

30 minutes

TIP

By placing the items in the top-left quadrant, you are indicating that they are important and feasible. The bottom-left quadrant is for items that are important but not feasible. The top-right quadrant is for items that are feasible but not important. The bottom-right quadrant is for items that are neither important nor feasible.

