

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	01 February 2026
Team ID	LTVIP2026TMIDS60803
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
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

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
3-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpower to run a happy and productive session.
Open article

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
9 minutes

How might we (your problem statement)?

Key rules of brainstorming
To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

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 use your finger to move it around the grid during the brainstorming.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the next 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try splitting it up into smaller sub-groups.

20 minutes

Tip Add a sticky note to each cluster to label it with the first sentence, separate, and categorize sticky notes in clusters within your board.

Anna

Patricia

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Person 9

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance

How important is this idea? How much effort will it take to implement? How much impact will it have?

Feasibility

How easy is it to implement? How much time and resources will it take? How likely is it to be successful?

Tip The top-right region is the most desirable. Ideas in this region are both important and feasible. The bottom-left region is the least desirable. Ideas in this region are neither important nor feasible.