

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	9 February 2026
Team ID	LTVIP2026TMIDS55278
Project Name	Laptop Request Catalog Item
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

The screenshot shows a digital template for a brainstorming session. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a wavy line graphic. It contains three steps:
 - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. (10 minutes)
 - B Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
 - C Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session. A "Open article" button with a right arrow is provided.
- Define your problem statement:** This section is numbered 1. It features a large input box labeled "PROBLEM" containing the placeholder "How might we [your problem statement]?" and a "5 minutes" timer icon.
- Key rules of brainstorming:** This section includes a brain icon and a list of six rules with corresponding icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

⌚ 10 minutes

TIP
You can select a sticky note and tap the pencil (watch to sketch) icon to start drawing!

Guradasu Mahima Reju Kurnaduri Anantha Venkata Sri Vyshnavi Satyam Sriram Charan Person 4

Person 5 Person 6 Person 7 Person 8

2

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP
Add customizable tags to sticky notes to help you find, review, organize and categorize important ideas as themes within your mindmap.

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

TIP
Participants can use their cursors to point at where sticky notes are placed on the grid. The facilitator can confirm a spot by using the **H** key or pressing the **H** key on the keyboard.

Importance
If each of these tasks were done without any difficulty or cost, which tasks are the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)