

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS34969
Project Name	Toy craft :tales tableau's vision into my manufacturer data
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 the Mural template interface for a Brainstorm & Idea Prioritization session. It is divided into three main vertical columns:

- Left Column (Preparation):** Contains a lightbulb icon and the title "Brainstorm & idea prioritization". Below it, a section says "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." It also lists preparation time: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended.
- Middle Column (Problem Statement):** Starts with a step titled "Before you collaborate" (10 minutes) which includes instructions for defining the problem statement. This is followed by three sub-steps: "Team gathering" (Define who should participate), "Set the goal" (Think about the problem to solve), and "Learn how to use the facilitation tools" (Use facilitation superpowers). An "Open article" button is present here.
- Right Column (Key Rules):** A section titled "Key rules of brainstorming" with the subtitle "To run an smooth and productive session". It lists six rules with 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

**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!

Amar      Yuktesh      Person 3      Person 4

Person 5      Person 6      Person 7      Person 8

**3**

**Group ideas**

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

⌚ 20 minutes

**TIP**

Add customizable tags to sticky notes to make it easier to find. Throw in a few color-coded ones to categorize important ideas as themes within your mind.

Person 4

## Step-3: Idea Prioritization



## 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

