

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 june 2025
Team ID	LTVIP2025TMID48610
Project Name	FlightFinder: Navigating Your Air Travel Options
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
2-8 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

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

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

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

1 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.
5 minutes

How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

- 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 discuss ideas with others and get the group's opinion of which ideas to keep during the brainstorming phase.

James

Yolanda

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3
Group ideas
Take time sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a center-note label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

10 minutes

TIP
Just brainstorming ideas is okay, but to make it more effective, discuss, organize, and categorize important ideas at the end of the session.

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
If each of these ideas could get some action and any difficulty in doing so, what would make the idea a priority?

Feasibility
Regardless of their importance, what ideas are hard to do? How about what ideas are off the completely do?

TIP
Participants can use their names to place or move ideas onto the grid as they go. The facilitator can confirm the grid is correct and go along the grid, making another round of breaks in the process.