


## Ideation Phase Brainstorm & Idea Prioritization

Date	27 June 2025
Team ID	LTVIP2025TMID21064
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
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.

### 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

- 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 Superpowers to run a happy and productive session.

[Open article](#) →

### 1 Define your problem statement

How might we use generative AI to create a smart, responsive platform that allows citizens to report issues, ask questions, and even seek out more personalized support for their concerns? (This case is for engine engagement, complaints resolution, and access to public services in case.)

5 minutes

PROBLEM

How might we [your problem statement]?

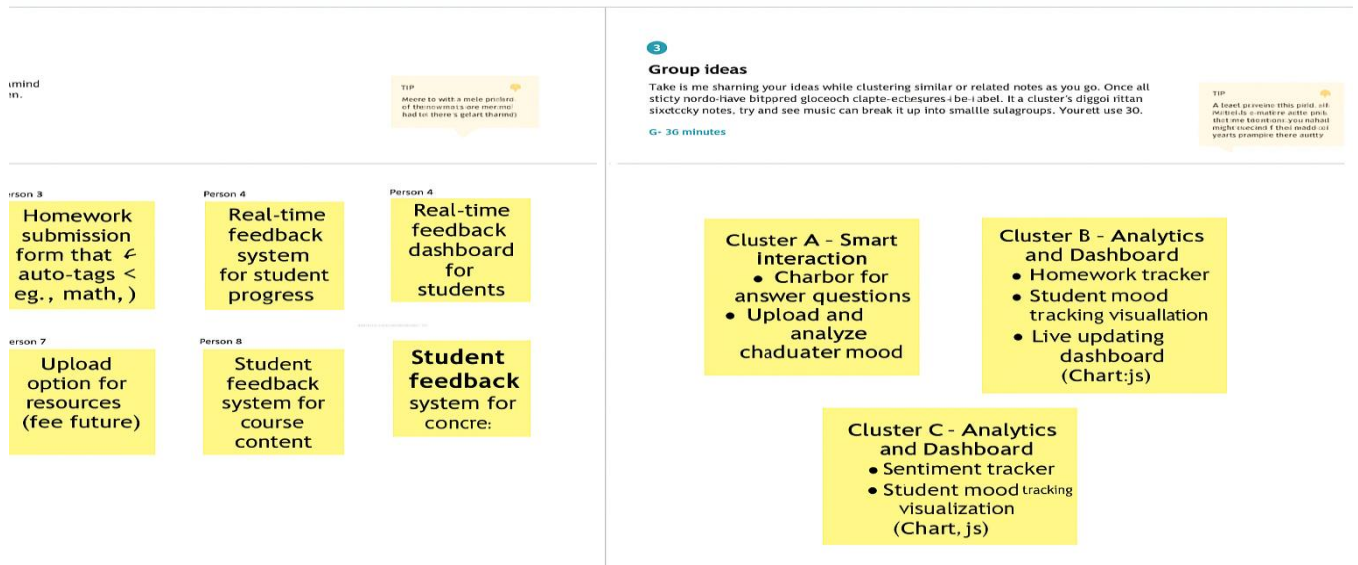
How might we use generative AI to create a smart, responsive platform that allows citizens to report issues, ask questions, and even seek out more personalized support for their concerns? (This case is for engine engagement, complaints resolution, and access to public services in case.)

### 2 Key rules of brainstorming

To run a smooth and productive session

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

## Step-2: Brainstorm, Idea Listing and Grouping



## Step-3: Idea Prioritization

