

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	1 February 2026
Team ID	LTVIP2026TMIDS87785
Project Name	Civil Engineering Insight Studio
Maximum Marks	4Marks

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 Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief introduction. It lists three steps:
 - 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.There is also a link to "Open article".
- Define your problem statement:** This section has a step icon and a brief introduction. It asks, "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A text box labeled "PROBLEM" contains the placeholder "How might we [your problem statement]?"
- Key rules of brainstorming:** This section has a step icon and a brief introduction. It lists 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

2

Brainstorm

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

⌚ 10 minutes

3

Group ideas

You can select a drawing mode and click the pencil icon to start drawing.

⌚ 10 minutes

TIP: 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 see if you can break it up into smaller sub-groups.

Person 4

Person 6

Person 8

TIP: Add customizable tags to sticky notes to make it easier to find, organize, and reuse them. Categorize important ideas as themes within your mind.

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

