

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	10-6-2025
Team ID	LTVIP2025TMID58092
Project Name	Flight finder
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

<div data-bbox="220 969 387 1077"></div> <h2 data-bbox="220 1137 512 1216">Brainstorm & idea prioritization</h2> <p data-bbox="220 1240 496 1346">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.</p> <div data-bbox="220 1370 373 1431"><p>🕒 10 minutes to prepare</p><p>🕒 1 hour to collaborate</p><p>👤 2-8 people recommended</p></div>	<div data-bbox="598 969 624 996">➔</div> <h4 data-bbox="598 1001 745 1021">Before you collaborate</h4> <p data-bbox="598 1023 887 1057">A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</p> <p data-bbox="598 1066 675 1084">🕒 10 minutes</p> <div data-bbox="598 1189 890 1397"><div data-bbox="598 1189 890 1234">A Team gathering Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.</div><div data-bbox="598 1258 890 1303">B Set the goal Think about the problem you'll be focusing on solving in the brainstorming session.</div><div data-bbox="598 1328 890 1373">C Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.</div></div> <p data-bbox="632 1379 738 1397">Open article ➔</p>	<div data-bbox="1031 969 1056 996">1</div> <h4 data-bbox="1031 1001 1230 1021">Define your problem statement</h4> <p data-bbox="1031 1023 1348 1072">What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.</p> <p data-bbox="1031 1081 1101 1099">🕒 5 minutes</p> <div data-bbox="1129 1196 1286 1294"><p data-bbox="1187 1209 1225 1223">PROBLEM</p><p data-bbox="1155 1225 1257 1254">How might we [your problem statement]?</p></div> <div data-bbox="1059 1397 1358 1615"><div data-bbox="1177 1397 1235 1447"></div><h4 data-bbox="1123 1451 1289 1469">Key rules of brainstorming</h4><p data-bbox="1114 1471 1299 1487">To run a smooth and productive session</p><div data-bbox="1075 1503 1334 1592"><div data-bbox="1075 1503 1171 1525">🗣️ Stay in topic.</div><div data-bbox="1198 1503 1334 1525">💡 Encourage wild ideas.</div><div data-bbox="1075 1536 1171 1559">🕒 Defer judgment.</div><div data-bbox="1198 1536 1305 1559">👂 Listen to others.</div><div data-bbox="1075 1570 1171 1592">🗣️ Go for volume.</div><div data-bbox="1198 1570 1334 1592">👁️ If possible, be visual.</div></div></div>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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

20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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 tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the **H** key on the keyboard.