

# Ideation Phase

## Brainstorms Idea Prioritization Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS37529
Project Name	<b>Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth</b>
Maximum Marks	4 Marks

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot shows the 'Brainstorm & idea prioritization' template from Mural. The left sidebar has a blue header 'Template' and a circular icon with a lightbulb. The main content area has three main sections:

- Before you collaborate:** A brief introduction to the template's purpose: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a note about 10 minutes.
- Define your problem statement:** A section for defining the problem statement, with a note: "Understanding existing pain points and the impact of project blockers like bureaucracy, budget issues, unavailable data, and feedback loops is key to creating new ideas. An effective prioritization system is essential for analyzing them more effectively." It includes a box for 'What might our [your problem statement] be?' and a 'Prioritize' button.
- Brainstorm & idea prioritization:** A large section for generating ideas. It includes a note: "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 lists time estimates: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended. It also includes a 'Prioritize' button.

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

1

### Brainstorm

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

10 minutes

2

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Create all sticky notes have been grouped, 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

Person 1



Person 2



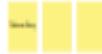
Person 3



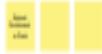
Person 4



Person 5



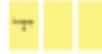
Person 6



Person 7



Person 8



1



Type your heading...

## Step-3: Idea Prioritization

1

### Prioritize

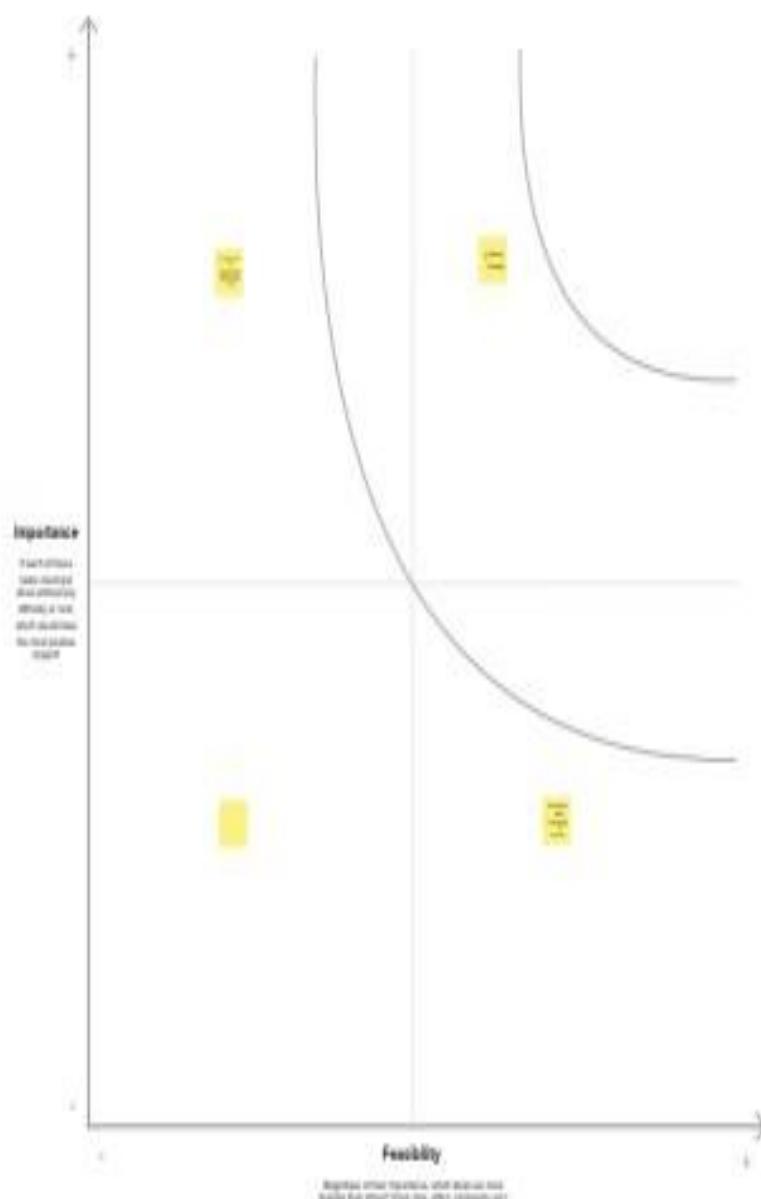
Your ideas should all live on the same page about what's important moving forward. Place your ideas in this grid to determine which ideas are important and which are feasible.

20 minutes

2

+

Important and feasible ideas are easier to plan and likely have enough go/no-go info. This quadrant can continue to open as long as new ideas continue to be proposed.



3

### After you collaborate

You can export this visual as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

**Share the visual:**  
Share a view link to the visual with collaborators to keep track in the map about the outcomes of the session.

**Export the visual:**  
Export a copy of the visual as a PDF or PPT to share or print locally, include in emails, or save in your drive.

### Keep moving forward

- Strategy blueprint:**  
Outline the components of a solid base strategy.  
[Open the template](#)
- Customer experience journey map:**  
Understand customer needs, motivations and obstacles for an experience.  
[Open the template](#)
- Strategic, operational, organizational & financial:**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to prioritize a plan.  
[Open the template](#)