

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13 February 2026
Team ID	LTVIP2026TMIDS85861
Project Name	Measuring The Pulse of Prosperity: An Index of Economic Freedom Analysis
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

The screenshot shows the Mural platform interface for the 'Brainstorm & Idea Prioritization' template. The top navigation bar includes tabs for 'Brainstorming- Idea Generation-' and 'Brainstorm and idea prioritization'. The main content area is titled 'Brainstorm & idea prioritization' and features a sidebar labeled 'Template' with a lightbulb icon. The main content is divided into three columns:

- Before you collaborate:** A section with a lightbulb icon, describing preparation steps, and a timer indicating 10 minutes.
- Define your problem statement:** A section with a lightbulb icon, asking 'How might we [your problem statement]?', and a timer indicating 5 minutes.
- Key rules of brainstorming:** A summary box listing rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

At the bottom, there are collaboration icons for a message bubble, a person, and a location pin.

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 a left click pen (pencil) to start drawing!

Person 1

- Compare Economic Freedom Index with GDP per capita
- Analyze relationship between inflation and economic freedom
- Study Impact of property rights on prosperity
- Create country-wise ranking dashboard
- Identify top 10 and bottom 10 countries

Person 2

- Compare tax burden vs economic growth
- Analyze government spending vs GDP
- Study trade impact on development
- Review competition data, time trend analysis of economic freedom
- Time trend analysis of economic freedom

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once 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

TIP: Add customizable tags to sticky notes to make it easier to find. These tags can also categorize important ideas as themes across your board.

Property Rights

- GDP vs Economic Freedom
- Inflation vs Economic Freedom
- Government spending vs GDP
- Tax burden vs Growth

Country ranking

- Top 10 vs Bottom 10
- Regional comparison
- Time trend analysis

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

TIP: Participants can use their cursor to move other people's sticky notes straight onto the grid. The facilitator can control the cursor by holding the laser pointer holding the H key on the keyboard.

Importance	Feasibility	Priority Quadrant
High	Medium	High Importance - Medium Feasibility Regional Comparison Property Rights Analysis
Medium	Medium	Medium Importance - Medium Feasibility Tax Burden vs Growth Trade Freedom Impact
Medium	Low	Medium Importance - Low Feasibility
Low	Low	Lower Priority - Long-term time trend analysis

After you collaborate

The team collaboratively refined, grouped and prioritized ideas focusing on measurable, data-driven insights to analyze acceptability, feasibility and its impact on prosperity. The final selected ideas were chosen based on importance and feasibility within the project scope.

Quick add-ons

- Show me more! Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint Define the components of a new idea or strategy.
Open the template →
- Customer experience journey map Understand customer needs, motivations, and obstacles for an experience.
Open the template →
- Strengths, weaknesses, opportunities & threats Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

