



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

Share template feedback



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

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

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

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 icon to start drawing!

CHARLET PRISCILLA A	DURGA PRIYA S.M	GLESHRI T	HARINI I
User Feedback	Customer Satisfaction	Deals with problem quickly	Notifying customer
Filtration based on services	Deals with problem quickly	Local Notification	Solution for Customer issues
Providing services on time	Listen Carefully to the queries	Customer Satisfaction	Security
Customer Privacy	Tracking of Services	Providing service details	Checking customer needs
Providing Chatbox	Filtration Based on details	Customer Queries	Live chat
Asking for Rating	Allocating Agent	Agent details	Providing Chatbox
Solution to Customer		User Chatbox	

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 and 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.

CUSTOMER

Solution for customer needs	Notifying Customer	Providing Chatbox	Deals with problem quickly	Customer Queries	Providing services on time
Solution to Customer					

CHATBOX

Live chat	Providing chatbox
-----------	-------------------

FEEDBACKS

Customer Satisfaction	User Feedback	Asking for Rating
-----------------------	---------------	-------------------

INFORMATION

Local Notification	Listen Carefully to the queries
--------------------	---------------------------------

SECURITY

Security	Customer Privacy
----------	------------------

SERVICES

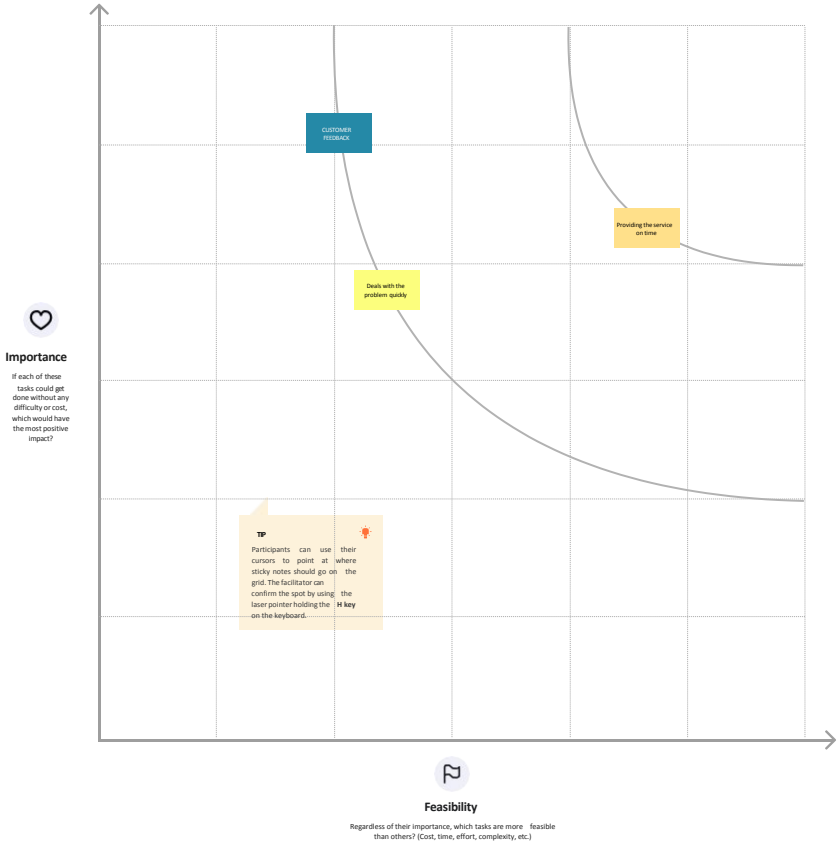
Providing services on time	Filtration based on services	Tracking of Services	Allocating Agent	Providing service details	Agent details	Customer Queries
----------------------------	------------------------------	----------------------	------------------	---------------------------	---------------	------------------

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



After you collaborate

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

Quick add-ons



Share the mural
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

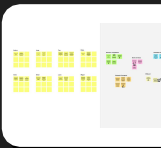


Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template



Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template

Share template feedback



Need some inspiration?
See a finished version of this template to kickstart your work.

View inspiration

