



# 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 →



## 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

In our banking system, banks have many products to sell but main source of income of any banks is on its credit line. So they can earn from interest of those loans which they credits. A bank's profit or a loss depends to a large extent on loans i.e. whether the customers are paying back the loan or defaulting. By predicting the loan defaulters, the bank can reduce its Non- Performing Assets. This makes the study of this phenomenon very important. Previous research in this era has shown that there are so many methods to study the problem of controlling loan default. But as the right predictions are very important for the maximization of profits, it is essential to study the nature of the different methods and their comparison. A very important approach in predictive analytics is used to study the problem of predicting loan defaulters: The Logistic regression model.



### 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.

## Brainstorm

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

🕒 10 minutes

J.,JEYASTIN RISHRO

- ANALYZE THE DETAILS ABOUT THE PERSONAL LOANS
- EXPECTING FAST APPROVAL FOR LOANS
- FRIENDLY APPROACH
- LOAN OFFERS

UL,VIMAL RAJ

- Quick disbursals
- RATE OF INTEREST
- Repayment TERMS
- BEST PERSONAL LOAN

S.,AKASH

- PAYING LATE WITH PENALTY
- LOANS CAN ALSO BE SECURED
- LESS PAPER WORK
- WE CAN MAKE IT BETTER TOGETHER

A.,LOGANATAN

- Personal Loan EMI
- SECURED LOAN
- WASTING TOO MUCH TIME?
- VERIFICATION BANKING

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

## 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 and break it up into smaller sub-groups.

🕒 20 minutes

## CUSTOMER

- QUICK AND PERSONLIZED CUSTOMER SERVICES
- EASY LOAN PROCESS
- GOOD CUSTOMER SERVICES

PROVIDED TRAINED EMPLOYEE

INSTAND ANSWER FOR CUSTOMER

## PERSONAL LOANS

- EDUCATION LOAN
- WEDDING LOAN
- AGRICULTURAL LOAN

MEDICALS LOAN

HOME LOAN

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

## 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?

EASY APPROVAL PROCESS

HOME LOAN

HIGHER EDUCATION LOAN

EASY RETRIVED OF DATA

WEDDING EXPENSES

UNEXEPTED EXPENSES

REDUCING MAN POWER WORKS

EASY VERIFICATION PROCESS

SYSTEMIZED STORAGE

EFFICIENT CUSTOMER SERVICES

INSTAND ANSWER FOR CUSTOMER QUERIES

### Feasibility

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



## 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.

📄 Open example →