

# 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.

(L) 10 minutes to prepare

**1 hour** to collaborate

**2-8 people** recommended



# 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.

① 10 minutes



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





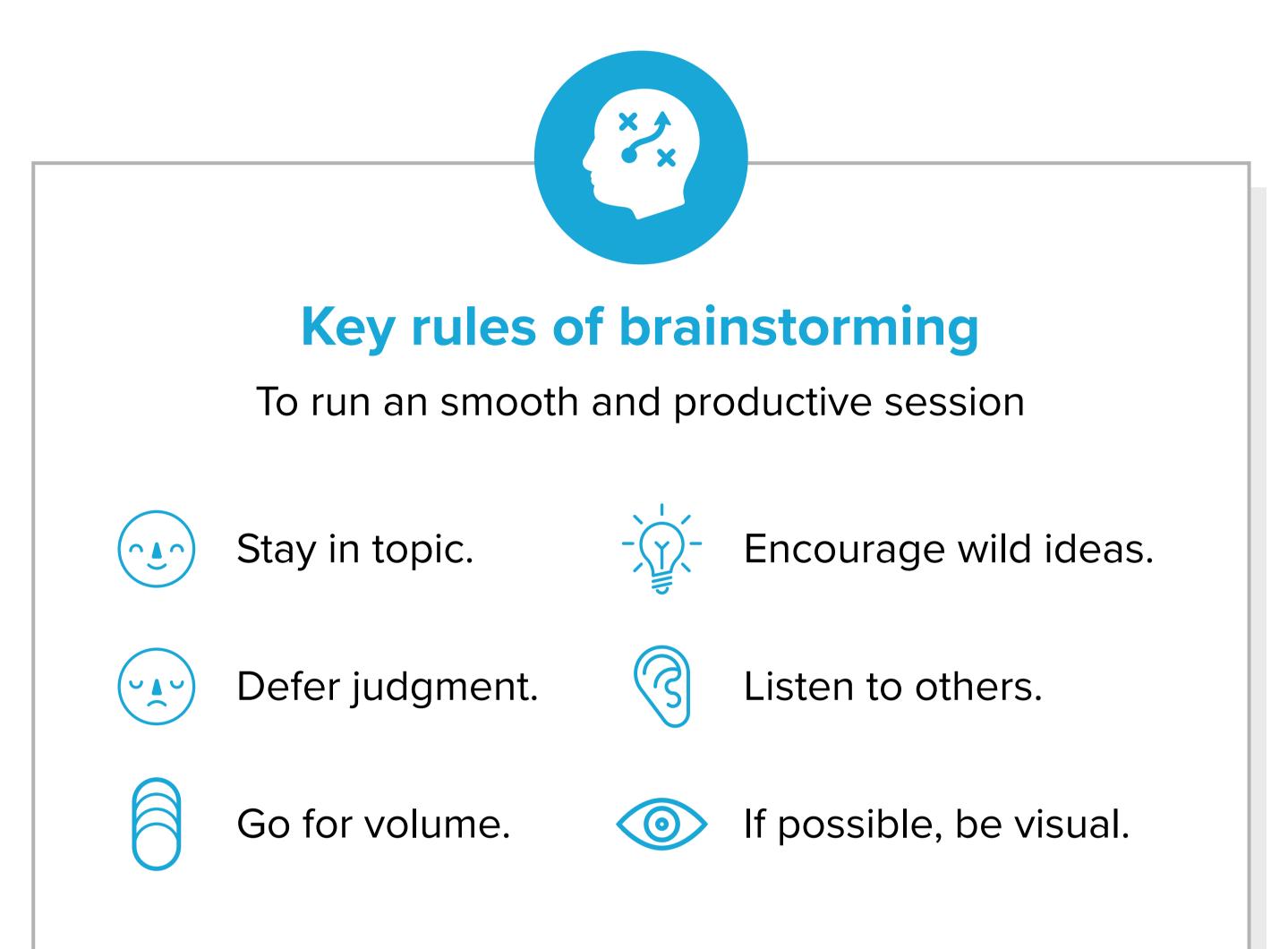
# Define your problem statement

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

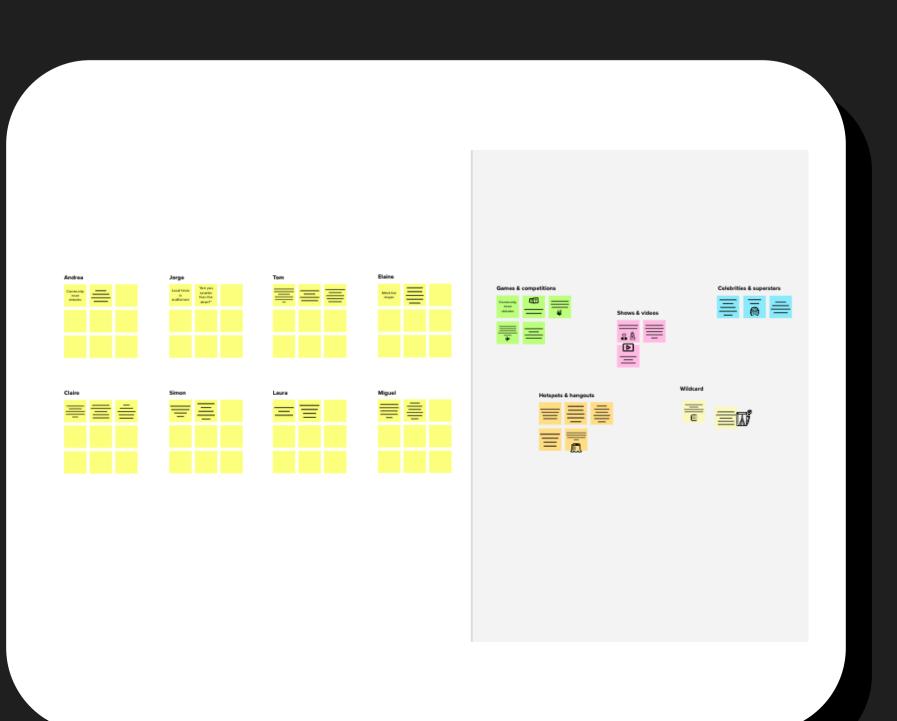
**5** minutes

#### PROBLEM

TO ESTIMATE THE CROP YIELD
USING DATA ANALYTICS AND
HELP THE FARMERS TO PREDICT
THE MARKET COINDITIONS AND
OTHER VARIABLES EVEN BEFORE
SOWING SEEDS



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Need some inspiration?

See a finished version of this template to kickstart your work.

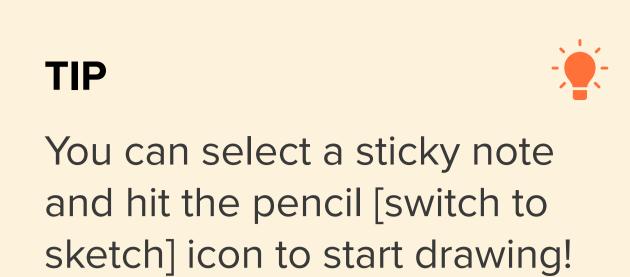
Open example



## Brainstorm

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

**①** 10 minutes



#### **ABITHA**

Tracking of Services

Customer Satisfaction

Deals with problem

Rapid
Decisionmaking

## NANDHU

Providing
Services on
Time

Security to user privacy

Maintaining the crop growth level

Administrative Tasks

## INDHUMATHI

Reduce Waste

Easy to use

Cost Maintaneence

Quality of Crops

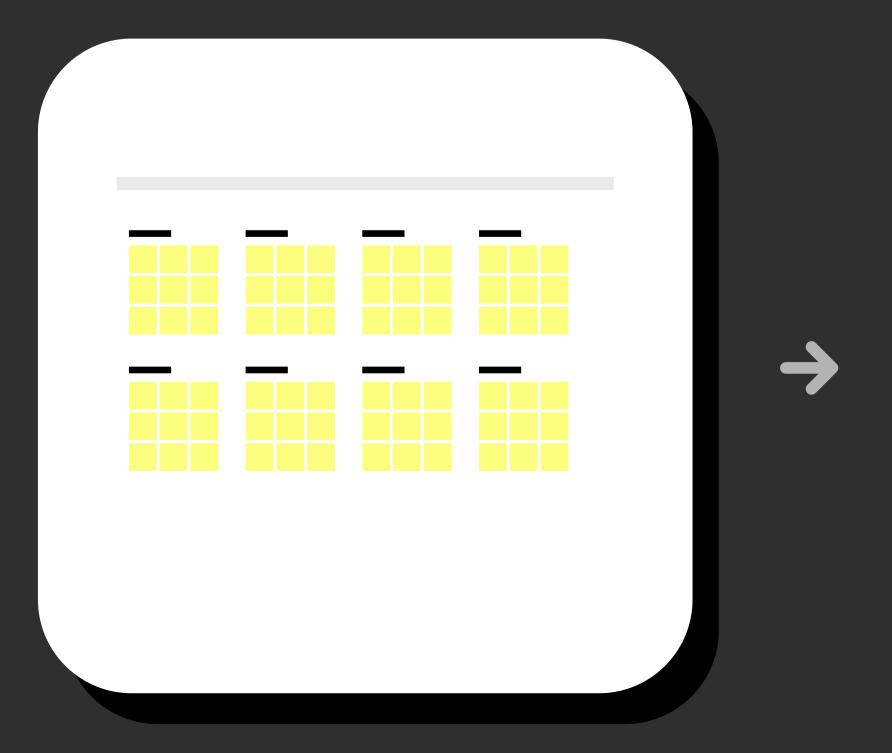
## CHARAN RAJ

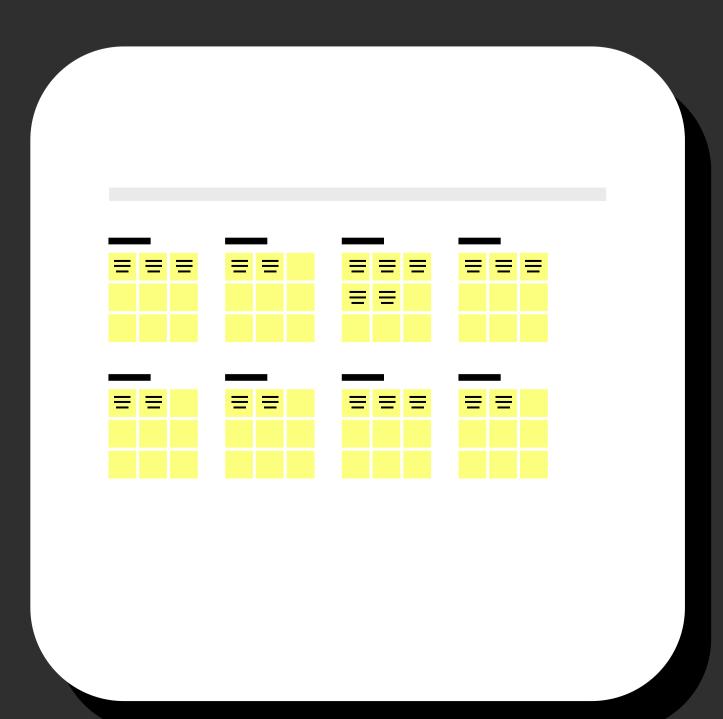
Easy Access to User

Plan healthy food

Providing
Service
Details

Deals with
Problem
Quickly



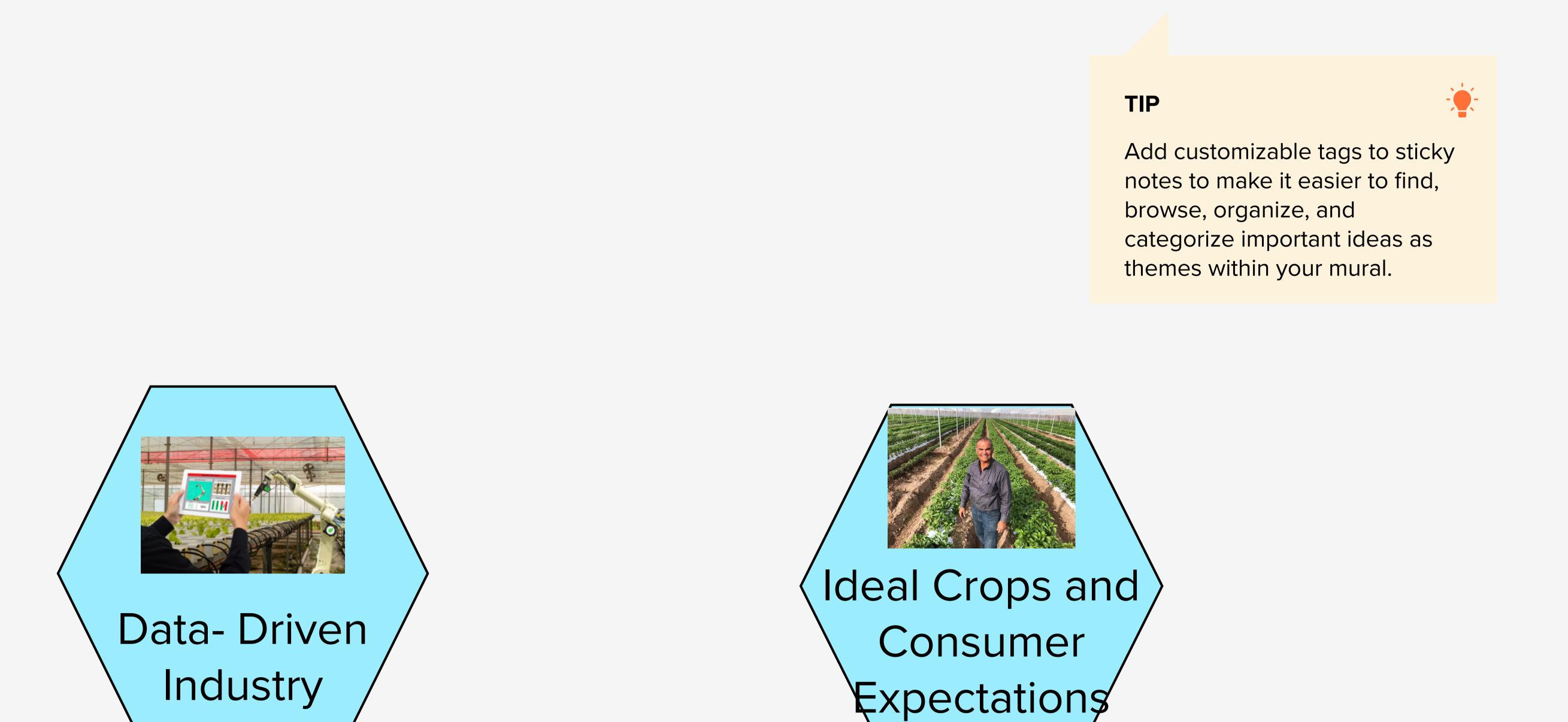




## Group ideas

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.

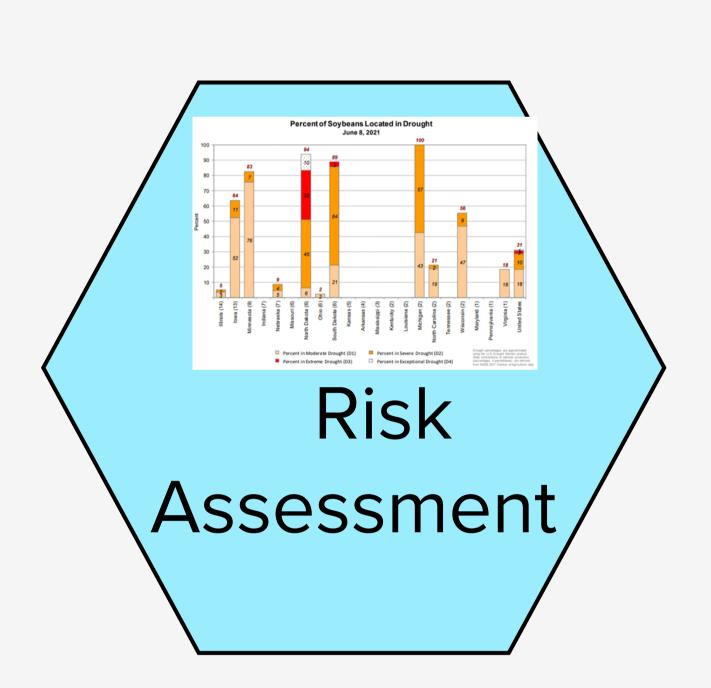
① 20 minutes

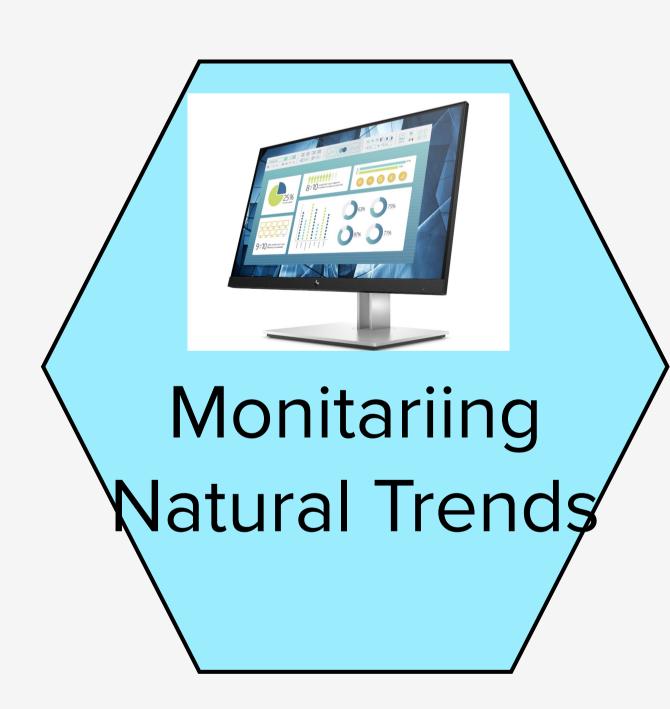


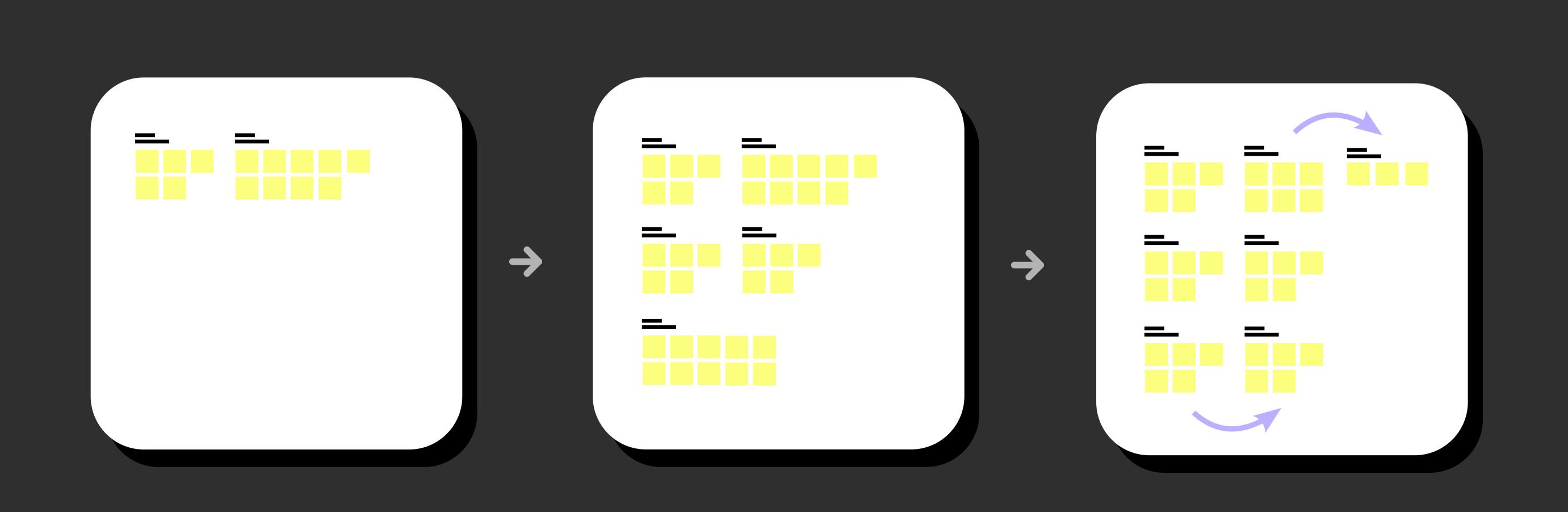


Advanced Supply

Tracking









## 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.

① 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.

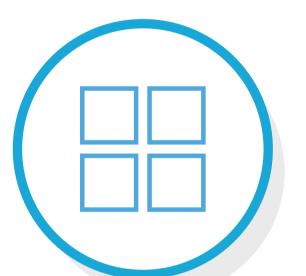
Open the template →



## Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

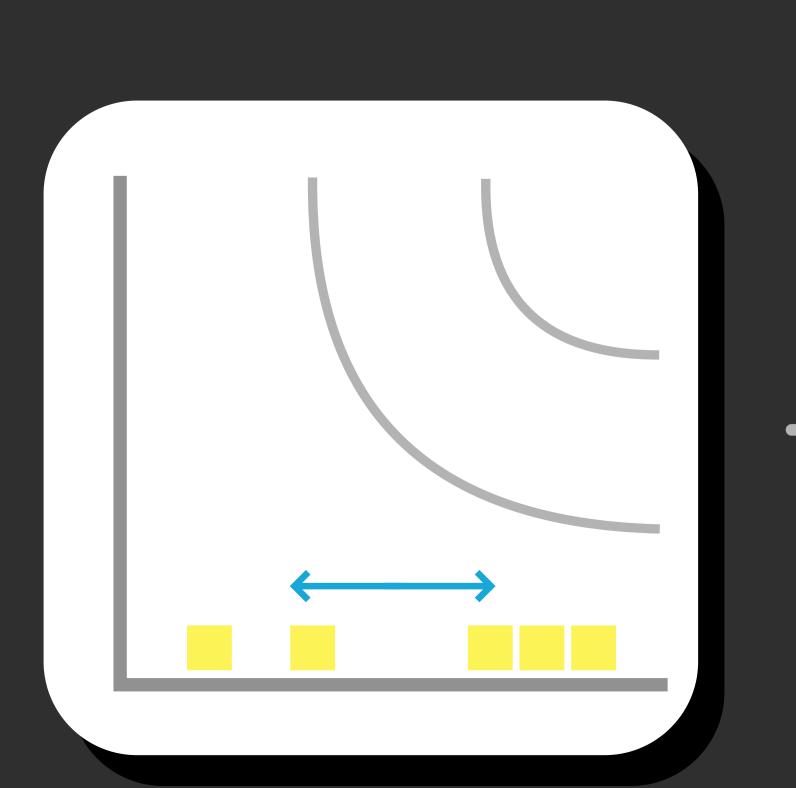


## Strengths, weaknesses, opportunities & threats

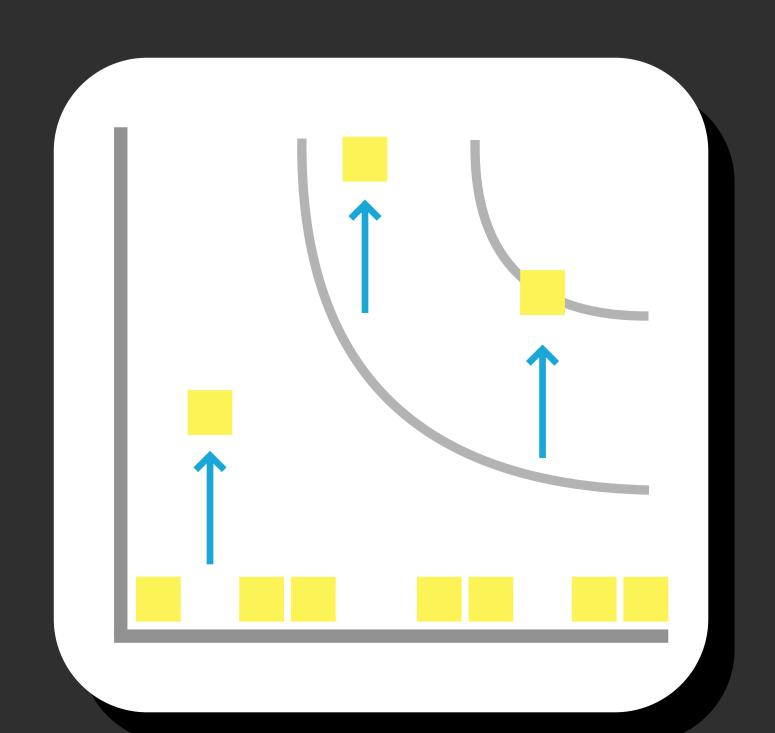
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

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feasible than others? (Cost, time, effort, complexity, etc.)

