

# 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



## 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



- |                 |                         |
|-----------------|-------------------------|
| 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

providing an easy and user friendly commerce site for the customers.

customer feedback and rating system including both the product and the retail shop service

keep a record of regular customers and send them regular notice about the arrivals and exclusive offers and discounts for them

predicting the future sales analysis of the products using machine learning algorithms and past data available ~~data~~

easy and fast billing system which ~~also~~ provides option for the customers either through cash or through net banking

make sure to have free door deliveries to the nearest areas and to avoid late deliveries

enhancing customer loyalty and providing transparency in the billing.

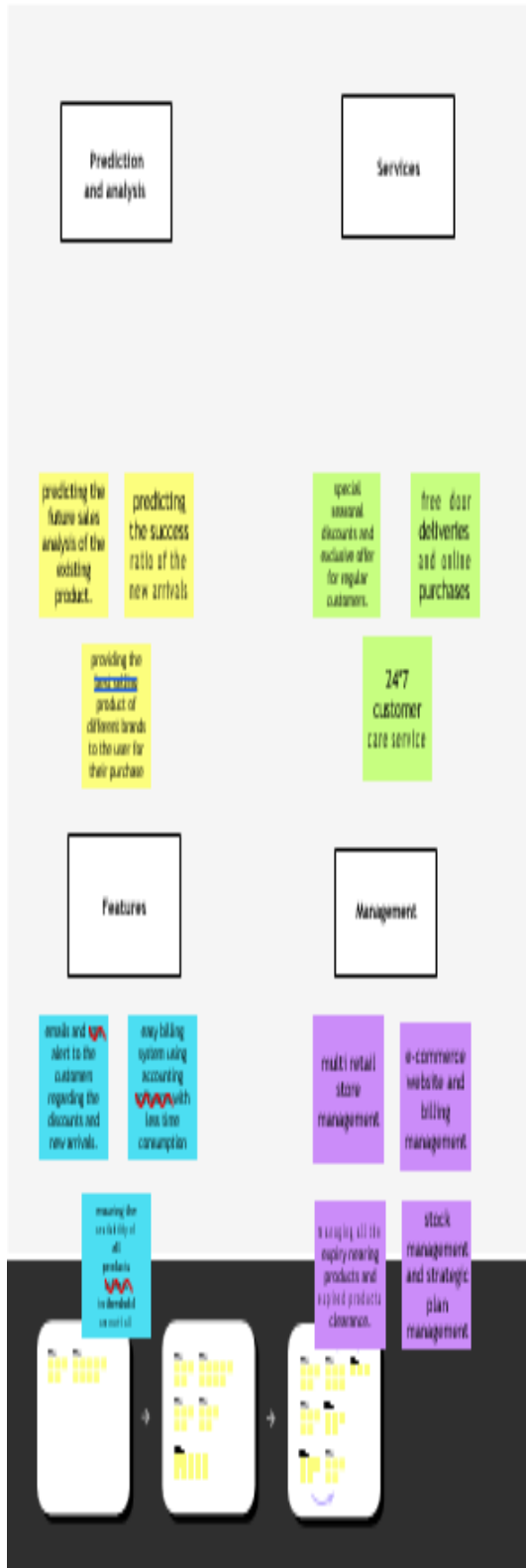
an application that includes all the present date available inventory along with the quantity for both the customer and the retailer.

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

20 minutes

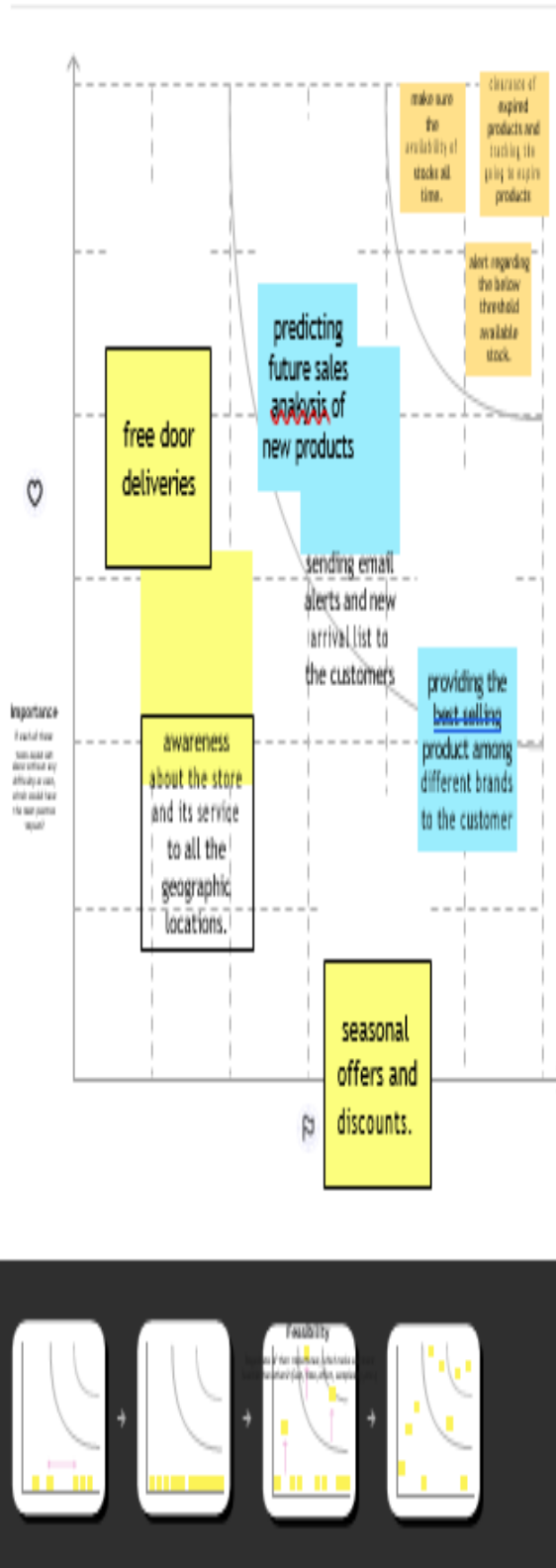


## 4

### 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



## 5

### 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 screenshot of 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 to your drive.



#### Keep moving forward

- Develop a strategy**  
Define the company's plan of action or strategy.
- Open the template**  
Customer experience journey map: Understand customer needs, expectations, and behaviors for improvement.
- Open the template**  
Strengths, weaknesses, opportunities & threats: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
- Open the template**

Share template feedback