



# 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](#)



## Need some inspiration?

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

[Open example](#) 



# 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

A

## Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

## Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

## 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 an 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

TIP



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

Person 1

The current loan approval process is time-consuming and expensive, leading to a decrease in customer satisfaction.

Traditional methods of approving loans based on credit scores and income are not enough to make accurate predictions, resulting in a higher risk of defaults.

The increasing volume of loan applications is overwhelming the loan officers, making it challenging to process each application manually.

The financial institution aims to minimize the risk of defaults and maximize their profits by accurately predicting the likelihood of loan approval or rejection.

The cost of processing loan applications is high, leading to a loss in revenue for the financial institution.

A machine learning model that can automate the loan approval process, reduce costs, and improve customer experience is required.

The model should consider various factors such as employment history, debt-to-income ratio, and loan purpose to make accurate predictions.

The financial institution wants to ensure regulatory compliance and avoid discrimination based on age, gender, ethnicity, or any other factors.

Person 2

The loan application process is time-consuming and stressful for customers, leading to a decrease in satisfaction.

Customers with lower credit scores or income may feel discriminated against or unfairly rejected.

Customers want to know the reasons behind the loan approval or rejection to improve their creditworthiness in the future.

Customers want to receive loans with competitive interest rates to reduce their financial burden.

The loan approval process should be transparent and fair to all customers.

The loan application process should be easily accessible through online channels.

Customers want to receive a quick response to their loan application.

Customers want to receive a quick response to their loan application.

Person 3

The quality and quantity of the data available for training the machine learning model can impact its accuracy.

The model should be scalable to handle a large volume of loan applications and be able to adapt to changing market conditions.

The model should be explainable to provide insights into its decision-making process.

The model should be robust to handle missing or noisy data.

The model should be optimized to reduce the risk of overfitting or underfitting.

The choice of algorithms, feature selection techniques, and hyperparameter tuning can affect the model's performance.

The model should be able to handle categorical and numerical data.

The model should be validated and tested on a hold-out dataset to evaluate its performance.

Person 4

The use of machine learning for loan approval should be fair and unbiased.

The model should not discriminate based on age, gender, ethnicity, religion, or any other factors.

The model should comply with regulations such as Fair Lending, Equal Credit Opportunity Act (ECOA), and Federal Data Protection Regulation (GDPR).

The model should comply with regulations such as Fair Lending, Equal Credit Opportunity Act (ECOA), and Federal Data Protection Regulation (GDPR).

The model should be transparent and provide a clear explanation for its decision-making process.

The model should ensure the protection of sensitive customer data such as social security numbers and bank account details.

The model should have a clear policy for handling and resolving disputes or complaints.

The model should not compromise the financial institution's reputation or customer trust.

Person 5

Person 6

Person 7


Person 8



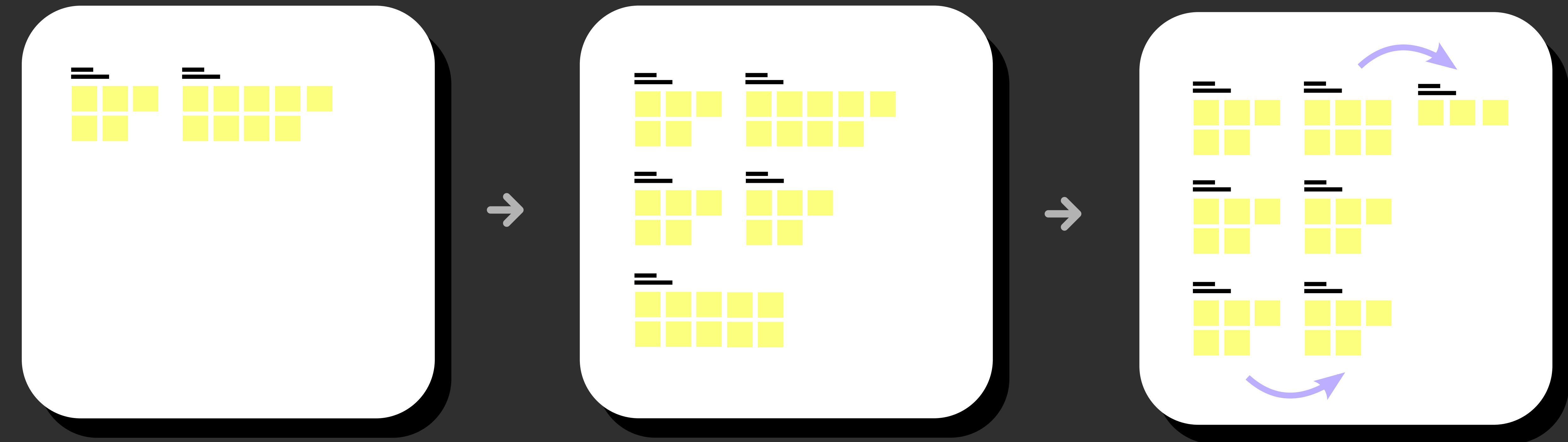
### Group ideas

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, browse, organize, and categorize important ideas as themes within your mural.

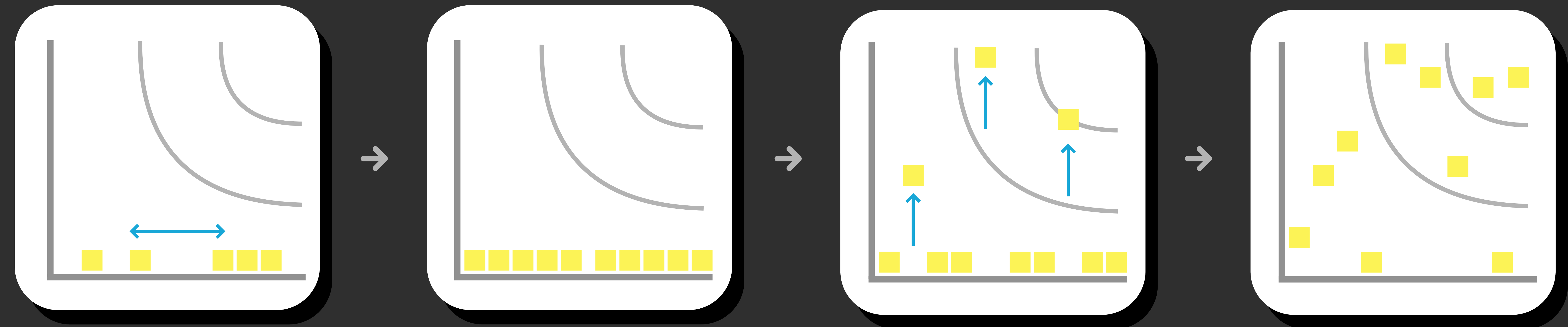
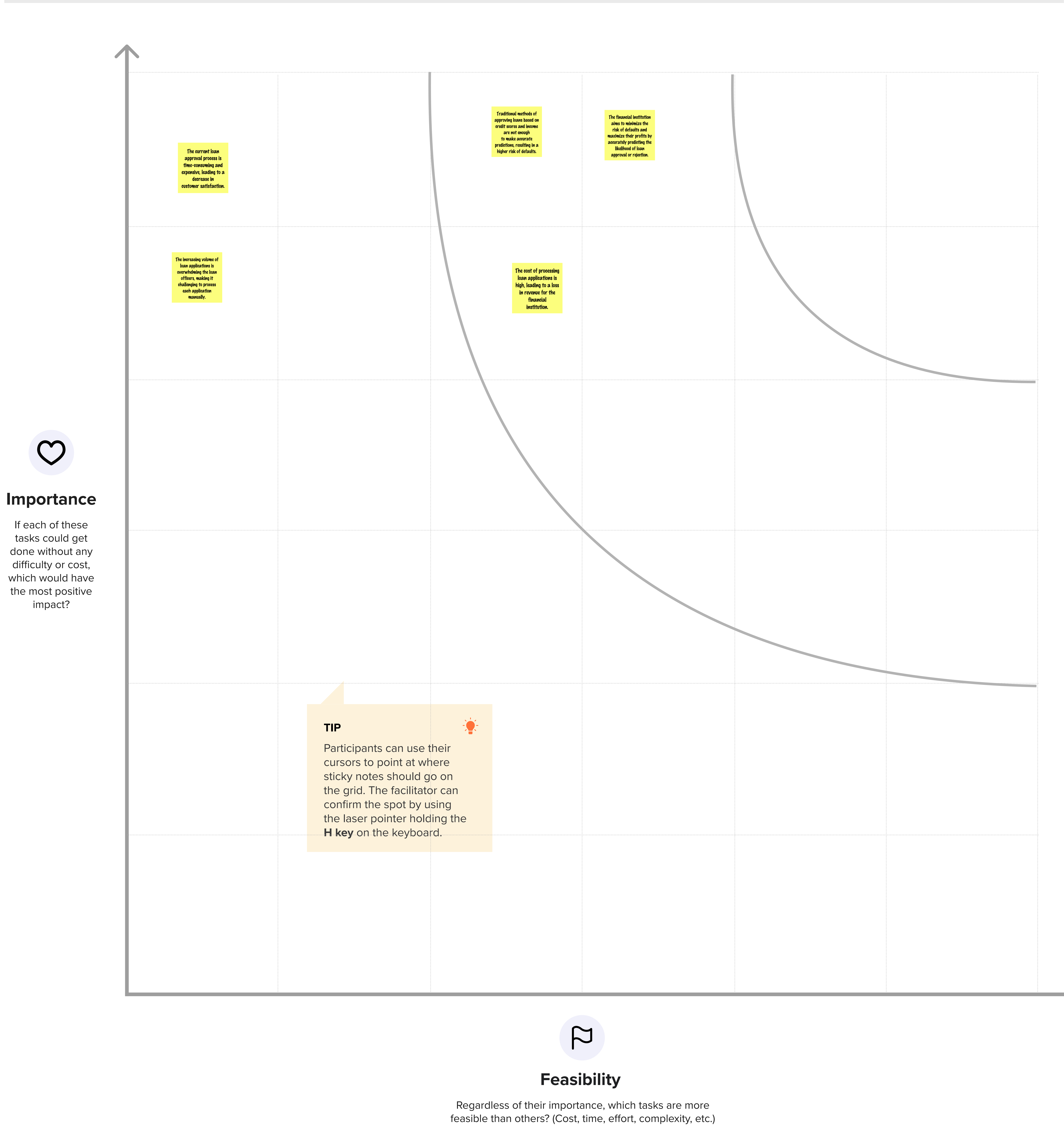




Prioritize

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





## 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

- A

**Share the mural**  
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B

**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](#)