



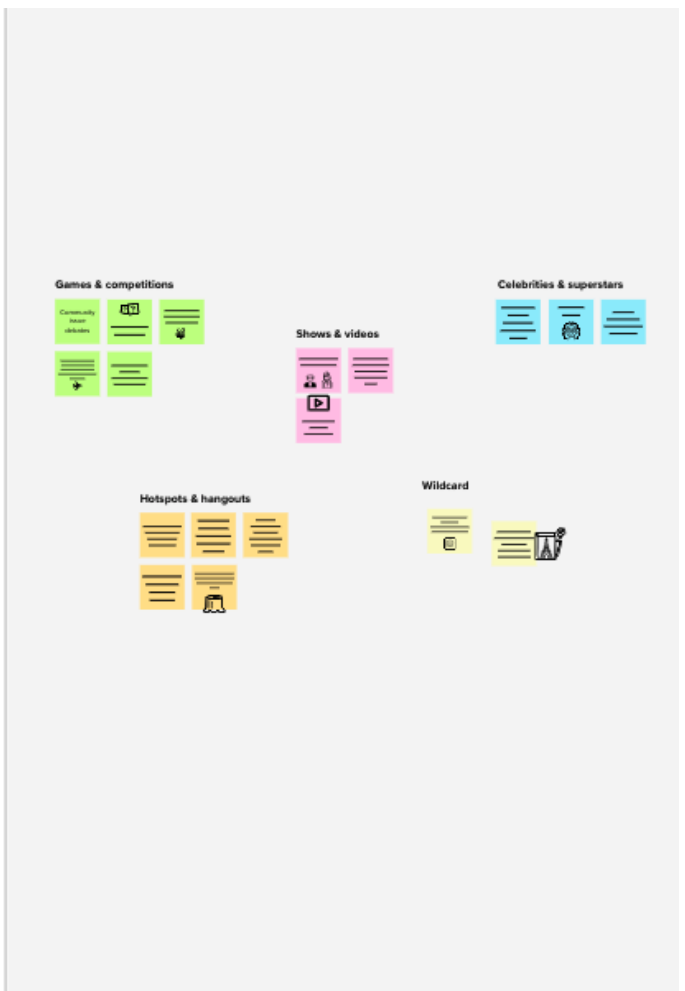
Brainstorm & idea prioritization

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



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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

To build an AI-powered Nutrition Analyser for Fitness Enthusiasts which acts as a diet consultant similar to a real dietitian. A person in order to know his/her diet plan needs to give some information to the dietician such as its body type, weight, height and working hour details. Similar way this system also provides the diet plan according to the information entered by the user.



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!

JEYAROSHINI

provides resources and nutrition tips for pregnancy
flower

user privacy is guarded

free to use

includes vegan and gluten free diets

paleo diet is also included

keto diets are available

JEYASREE

offers nutrition tracking

recommends meal plans and recipes

Suggests workouts

simple and straightforward user interface

save time on meal prep

nutritious meal plan based on your needs and preferences

MADHUVARSHNI

reduces food waste by optimizing your use of ingredients

multiple diet plans and customization options available

includes extra features like experiments and personal insights

lesson plans designed to help understand your food choices

includes support from virtual coaching team

provides information on allergy-friendly food products, hotels, and restaurants

FELCIA

fast results

access to educational content on health and fitness

large database for easy food logging

reviews available for each recipe

provides weekly health test to keep you on track

focuses on mindful eating and healthy habits




Group ideas

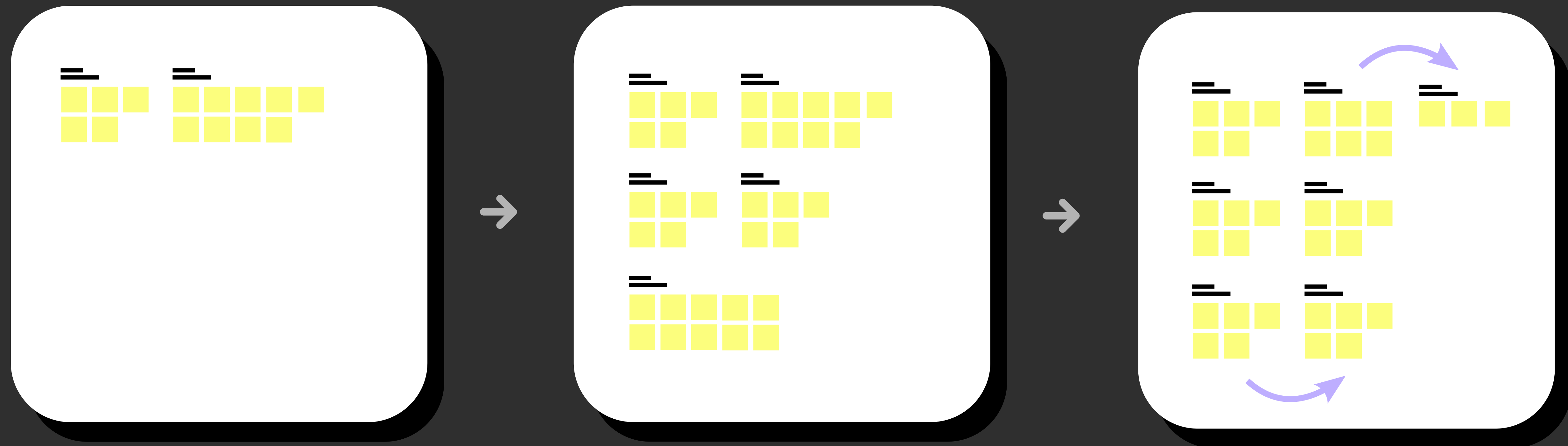
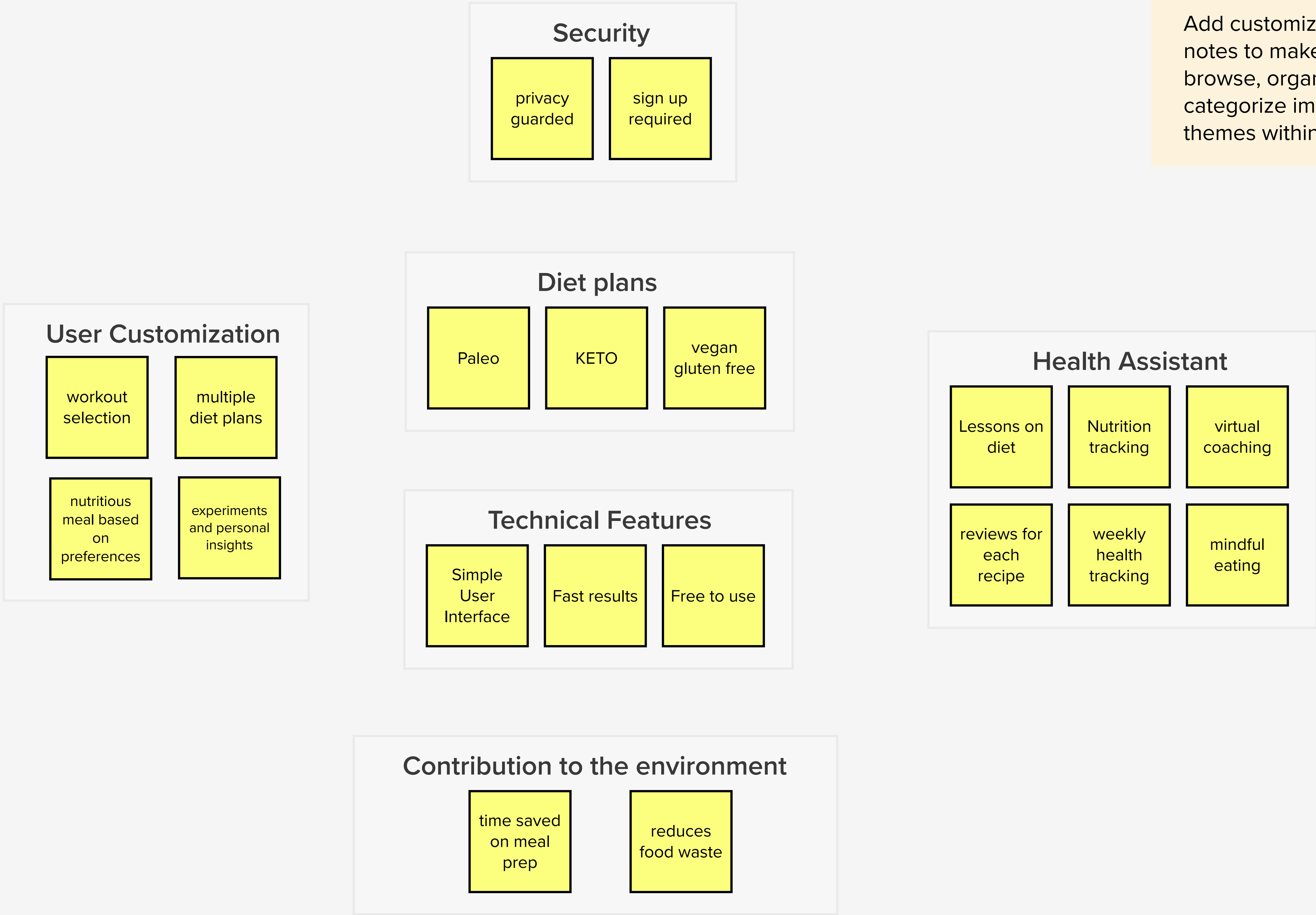
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 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.

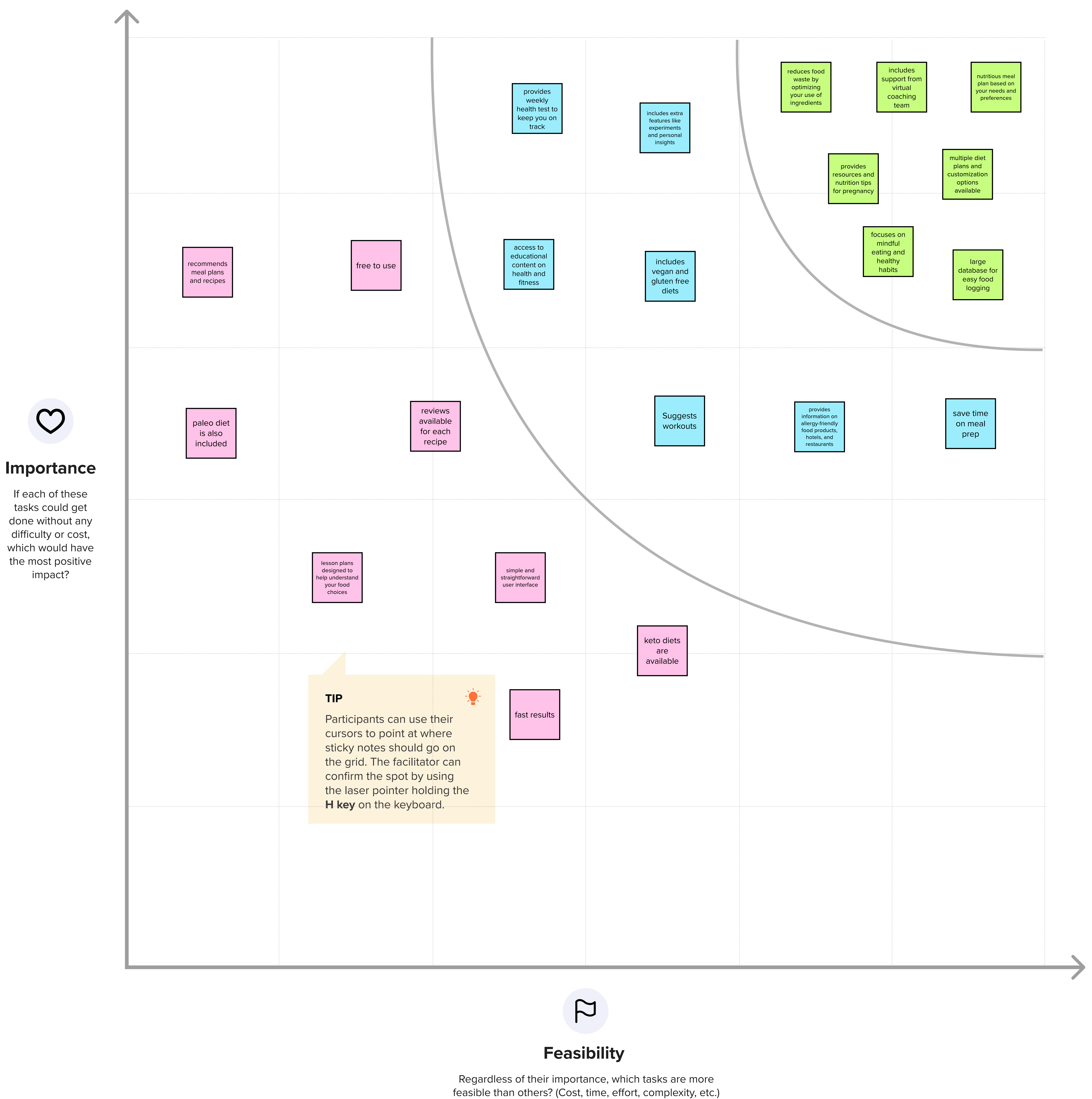


4

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

- 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 →](#)

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