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 →

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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
The goal is to accurately predict the LOS for each patient on case-by-case basis so that the Hospitals can use this information for optimal resource allocation and better functioning.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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2 Brainstorm

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

⏱ 10 minutes

SANTHOSH
- Choosing the right Visualization Techniques
- Creating Only graphs and widgets for Representation
- Selecting the Correct Metrics
- Making the data clean and correct
- Selecting the suitable chart type for the data

DINESH
- Combination of Relevant data from Multiple Users
- Accessing User Inputs and Promoting User Involvement
- Access and Understand data and summarizes Result
- Creating systems to Share metrics

AZHAGESHWARN
- Assess the need
- Make a prototype
- Identifying positive or negative trends
- Interpreting performance metrics
- Gather feedback and reiterate

SELVAKUMAR
- Ensuring that the charts are effective
- Creating dashboard that matches the capabilities of the user
- Organizing widgets in a way that supports
- Paying attention to data sources that are accurate and up to date
- Being consistent with the labeling and data formatting

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3 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

User View
- Accessing User Inputs and Promoting User Involvement
- Creating dashboard that matches the capabilities of the user

Representation
- Selecting the suitable chart type for the data
- Choosing the right Visualization Techniques

Metrics
- Creating systems to Share metrics
- Interpreting performance metrics

Data Sources
- Paying attention to data sources that are accurate and up to date
- Combination of Relevant data from Multiple Users
- Being consistent with the labeling and data formatting

Trend
- Identifying positive or negative trends

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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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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