


CUSTOMER CARE REGISTRY

BRAINSTORM & IDEA
PRIORITIZATION



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Template



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
3-8 people recommended

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2

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

3

Team gathering

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

4

Set the goal

Team agreed the problem you'll be focusing on solving in the brainstorming session.

5

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

minutes

How might we can solve the issue given by the customer?

24

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.

Need some inspiration?

See a featured session of the month or check out your work.

[Open example](#)

Calendar icon

12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

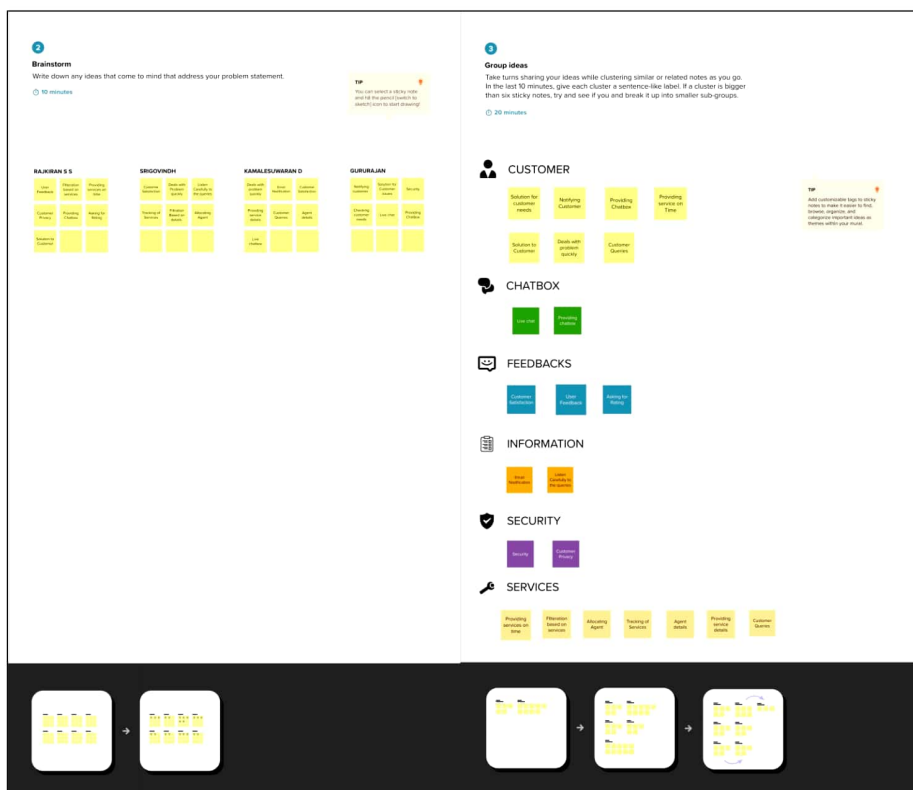
7:00

Brainstorm & idea prioritization

4

Scanned with CamScanner

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1

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

2

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

1

Share the mural
Share a share link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

2

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in decks, 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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Thank you