



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

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

Damage of crops caused by animals and birds is one of the major threats in reducing crop yield. Crops are mainly damaged by local animals like buffaloes, cows, pigs, goats, birds, etc. This leads to huge losses for the farmers. Agriculture farming is the main source of livelihood for many people in different parts of the world. Unfortunately farmers are still reliant on traditional methods that evolved hundreds of years ago. Due to this, crops yields are becoming low. Also, several reasons contribute to the low yield of crops animal intrusion is also one among them. Wild animals are special challenge for farmers through out the world in recent years. Some wild animals like monkey, elephant, deer, wild bears and tigers etc., cause serious damage to crops by running over the field and trampling over the crops. It causes financial problem for the farmers. Farmers with large area of agricultural land find it very tedious to irrigate their land manually.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild Ideas.
Listen to others.



Defer judgment.



Go for volume.



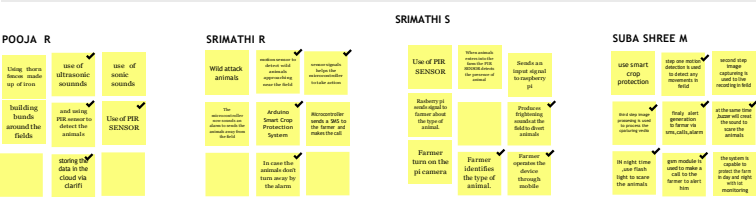
If possible, be visual.

2

Brainstorm

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

10 minutes



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 can 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



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.)