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
- **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

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 [edit] to quickly turn it into a sticky.

Naveena M

- Warehouse space insufficiency
- Product Expiration
- Effects Of Over stock
- Unsold stocks
- Loss in Business

SHREYAS M

- Prevents Spoilage and Obsolescence
- Improves Multi-Channel
- Improves Customers Satisfaction
- Importance of Inventory Management in Retail
- Decreases Inventory Costs
- Minimises Out-of-Stocks
- Improves Profit Margins

SHAMINI B

- Prevents over stock
- Alert Demand stock
- Frequent Analysis of data
- Information of stocks sold
- Helps to set offers on soon expired stocks

SUBASH A L

- Price optimization
- Future Performance prediction
- Strategic Areas in Data Analytics for retailers
- Demand prediction
- Identifying Customers

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

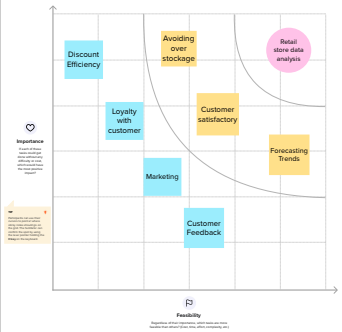
TIP
Add constructs tags to sticky notes to categorize them as ideas, digitals, and changes/improvements to make as stacks while you cluster.

- Sales Data
- Visualization of high sold stock and stock of demand stock
- Future Performance prediction
- Alert of Demand stock
- Intimation of Overstock
- Price Optimization
- Sales Data Report
- Using Visualization to present data analysis.
- Performing Mathematical calculations.

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



TIP
Remember, not one chart is enough to prioritize all ideas. Bring cross-breeds on the table, and use the chart to narrow the journey using Impact/Effort, Risk/Reward, Wishes/Wonders, Wrap-Ups-Hot-Ups/Cold-Ups.

After you collaborate

You can expand 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 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 this template
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
  Open this template
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open this template

Share template feedback

Need some inspiration?
See a finished session in action before you start. Explore our collaboration guide templates.

Open example