

# 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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## 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.

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## MEMBERS OF THE IDEATION PROCESS:

### TEAMLEAD:

P.AUNGILAS SOWBAN PRAJAH

TEAM MEMBER 1: M.NERANJAN PRAKASH

TEAM MEMBER 2: B.SARAVANAN

TEAM MEMBER 3: A.VENGADESH PERUMAL

## TODAY'S DISCUSSION TOPIC:

Ideas for monitoring and solving the contaminated river water near agriculture fields

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 STATEMENT

Farmers put fertilizers and pesticides on their crop so that they grow better but these fertilizers and pesticides can be washed through the soil by rain to end up in the rivers



If the large amount of fertilizers or the farm waste drain into river the concentration of nitrate and phosphate in the water increases considerably algae uses these substances to grow and multiply rapidly turning the water green



The massive growth of algae called Eutrophication, that leads to pollution. When the algae die they broken down by the action of bacteria which quickly multiply using up all the oxygen in the water which leads to the death of many animal



2

## 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!

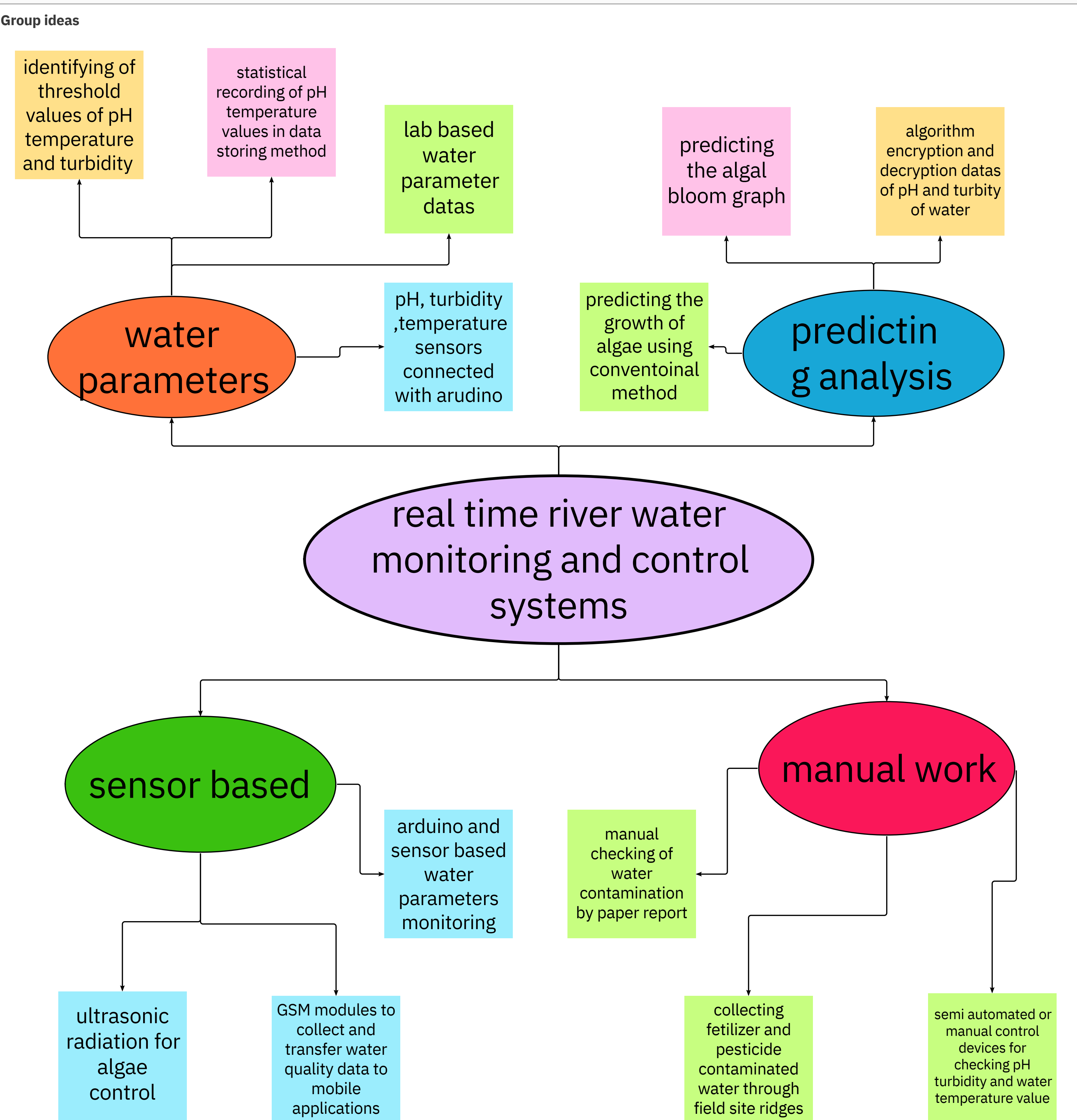
3

## 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 can 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.



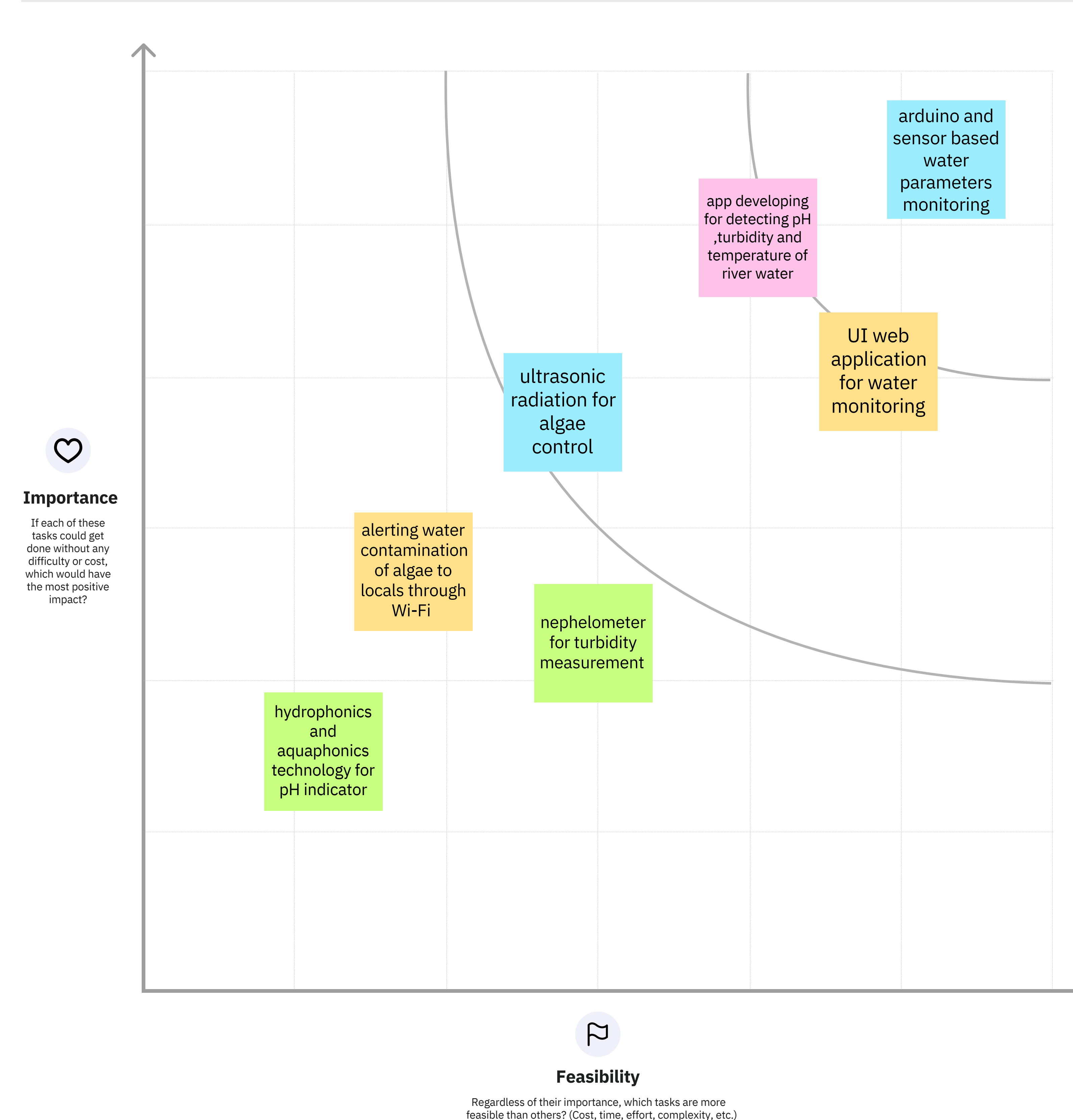
4

## 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

TIP Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



## 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.

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#### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

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#### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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