



# 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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## 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 a 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

BALUSAMY V

Much Facilitated	Cost Efficient
Profitable	Operated through Online itself

DEEPAK R

Continuous monitoring achieved through Web UI	Quick access through the interface
All requirements stored through an external SD card	Results monitored via cloud service

BOOBALAN A

Eco friendly.	Doesn't require much experience to use.
Low power consumption	An powerful equipment that provides clean river

DHINAKAR G

Gives accurate VALUES	Boosts confidence among people using River source.
Sensors used to detect water quality.	Has Great user interface and is trustworthy to use.

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



## 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 and break it up into smaller sub-groups.

20 minutes

Technology

IoT uses its potential to develop solutions to many physical and cognitive problems with river water to promote a safe river water consumption an facilitate life on daily basis

Quality Management of Water

Monitoring and control over River water helps preventing presence and intake of polluted water with hazardous chemicals thereby improving peoples health and life.

Model Analogy

Careful analysis is taken to develop an high performance river water monitoring technology which is trained with an perfect platform. Its trustworthyand safe.

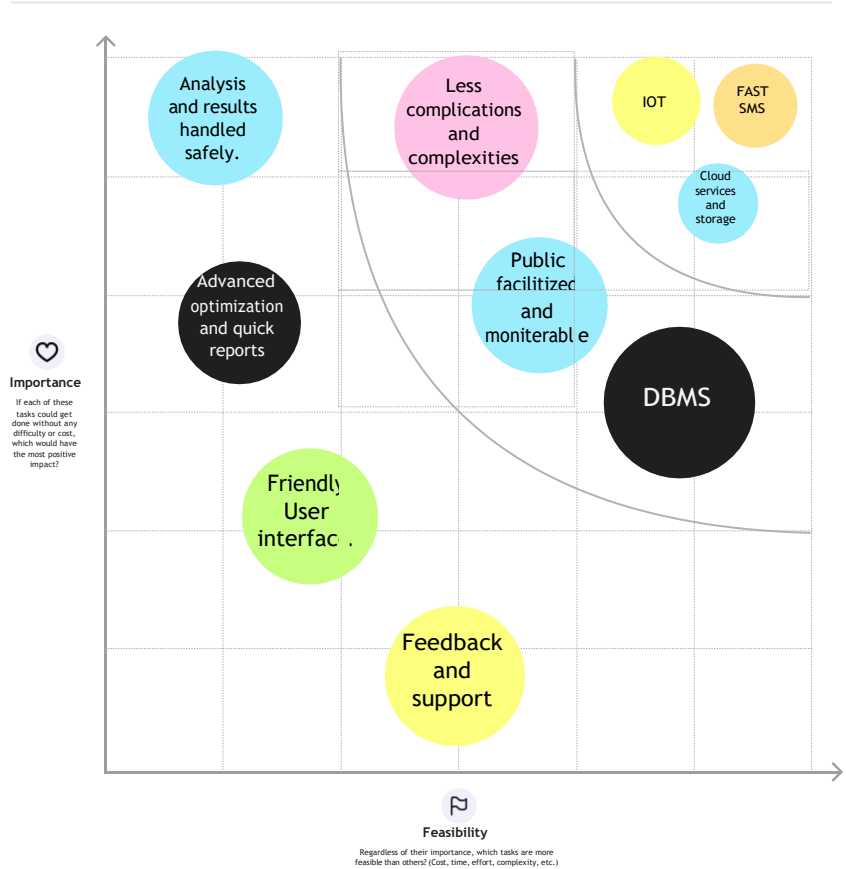
**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



## 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



## 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.

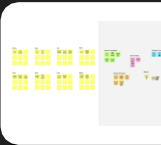
### Quick add-ons

- 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.  
Open the template
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
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Share template feedback



**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
Open example

