



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



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

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

Dharini M

Providing search bar for easy searching

Tracking news according to user interests

Providing trending news section

Sharing the news instantly

Providing personalized recommendations

Providing desktop notifications

Irene Joanna Rithu J

Provide the news which is relevant and quickly read each time

Book mark the important notification updates

Chat list to be provided

Review with feedback on news and news related content

Book mark the important notification updates

Providing news option in search bar

Providing news option in search bar

Providing news option in search bar

Amrith D

Provide the local for favorite like sport to

Providing news according to user interests

Providing trending news section

User can report the misloading news

Providing news according to user interests

Providing trending news section

Providing trending news section

Don't miss the same news again and again

Janani K

Reference to the content and will be displayed in a separate

Providing news option in search bar

Providing news option in search bar

Providing news option in search bar

Overview of news is given in a separate

Providing news option in search bar

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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

CONTENT

News related to sport to

Provide the local for favorite like sport to

Providing news according to user interests

Providing trending news section

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NOTIFICATION

News related to sport to

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Providing news according to user interests

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REQUIREMENTS

News related to sport to

Provide the local for favorite like sport to

Providing news according to user interests

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FEAUTURES

News related to sport to

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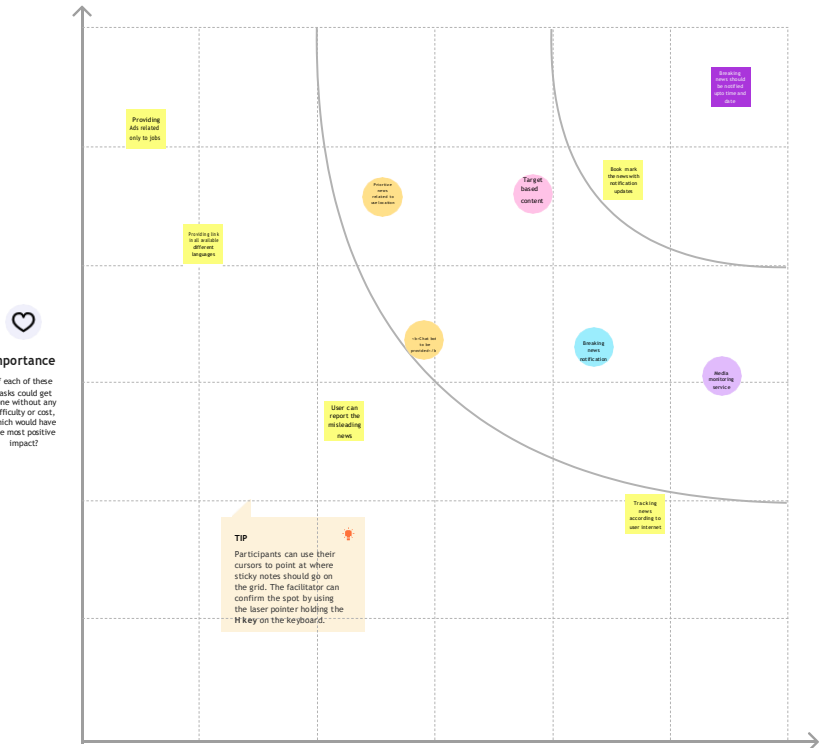
Providing trending news section



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.)



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.



Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.



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

Share template feedback



Need some inspiration?