

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
24 people recommended

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

1 Define your problem statement

What problem are you trying to solve? Frame your problem with a "How Might We" statement. This will be the focus of your discussion.

10 minutes

How might we [your problem statement?]

2 Brainstorm

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

10 minutes

Tip: You can collect a story map or a sentence-like list if a cluster is bigger than six sticky notes, try and break it up into smaller subgroups.

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 it's cluster is bigger than six sticky notes, try and break it up into smaller subgroups.

10 minutes

Tip: Add additional boxes to the sticky notes to refine its intent to the group. If there are multiple ideas, assign a unique color to each one.

4 Prioritize

Your team should all be on the same page about what's important moving forward. Rank your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance
Tip: Rank these ideas from 1 to 20 based on how important they are to the team. The higher the number, the more valuable the idea.

Feasibility
Tip: Rank these ideas from 1 to 20 based on how feasible they are to execute. The higher the number, the more feasible the idea.

After you collaborate

You can export the results as an image or pdf to share with members of your company who might find it helpful.

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Need some inspiration? See how other teams have used this template in our examples.

Open example