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
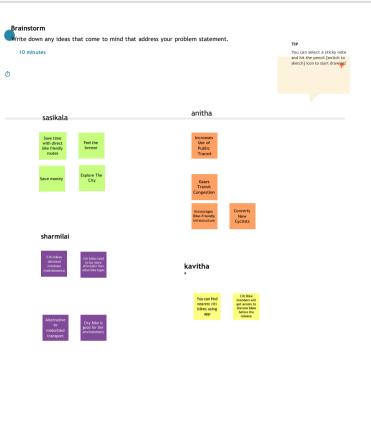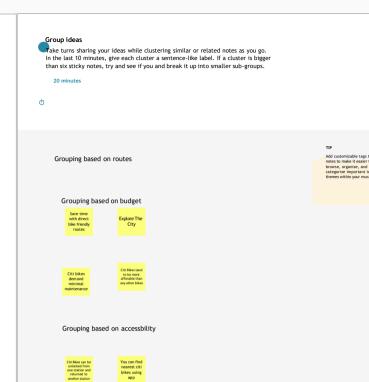**2-8 people** recommended

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

- **A** **Team gathering**
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

- **B** **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.

- **C** **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
A New Hint to Transportation-Analysis of the NYC Bike Share System

Key rules of brainstorming
To run a smooth and productive session

Stay in topic.   Encourage wild ideas.

Defer judgment.   Listen to other.
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!

sasikala

- Save time with direct bike friendly routes
- Feel the breeze
- Save money
- Explore The City

sharmilai

- Citi bikes demand minimal maintenance
- Citi bikes tend to be more affordable than other bike types
- Alternative to motorized transport
- City Bike is good for the environment

anitha

- Increases Use of Public Transit
- Eases Transit Congestion
- Encourages Bike Friendly infrastructure
- Converts New Cyclists

kavitha

- You can find nearest citi bikes using app
- Citi Bike members will get access to the new bikes before the release

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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 & themes within your mural.

Grouping based on routes

Grouping based on budget

- Save time with direct bike friendly routes
- Explore The City
- Citi bikes demand minimal maintenance
- Citi bikes tend to be more affordable than any other bikes

Grouping based on accessibility

- Citi bikes can be unlocked from one station and returned to another station
- You can find nearest citi bikes using app

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
of these 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.)

- Alternative to motorized transport
- Citi bikes demand minimal maintenance
- Citi Bikes can be unlocked from one station and returned to another station

TIP
Participants can see 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.