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.

(L) 10 minutes to prepare 1 hour to collaborate 2-8 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 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

PROBLEM How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session Stay in topic.

Defer judgment.

Encourage wild ideas. Listen to others.

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

(†) 10 minutes

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. 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 and break it up into smaller sub-groups.

① 20 minutes

CUSTOMER

Solution for Deals with Providing Customer Notifying Providing publish Queries Chatbox Quickly Queries Time

CHATBOX



FEEDBACKS









SECURITY









♠ 20 minutes

Add customizable tags to sticky notes to make it easier to find, browse, organize, and

categorize important ideas as themes within your mural.

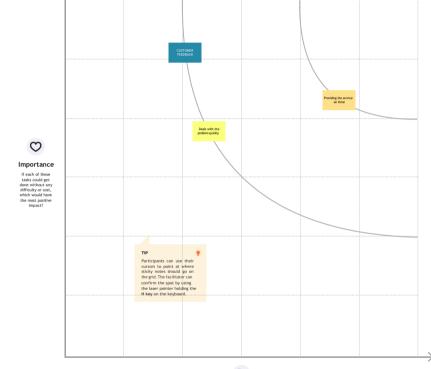
4

Prioritize

which are feasible.

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



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.

B 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

Open the template _ 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.

Open the template →

Share template feedback

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



Share template feedback

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



