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.

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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

HMW
How might we bridge the communication gap between differently abled peoples and the normal people.

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.

Problems are faced by dumb people in their daily lives:
1. They don't think before asking stupid questions.
2. They don't look before crossing a busy street.
3. They're too dumb to know they're dumb.
4. They're too dumb to learn that the phrase is "Deaf and dumb".
5. They're too dumb to realize that the phrase "Deaf and dumb" has been outmoded since 1830 or so.
6. They're too dumb to learn that Deaf people may not necessarily speak vocally, but they are still smarter than the smartest dumb person of the type that asks dumb questions like this.

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!

SOWMITHA

SHREEJITH

SRINIKA

SAHITHYA

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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 a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

USER INTERFACE

APP EXPERIENCE

FEATURES

DEVELOPMENT PROCESS

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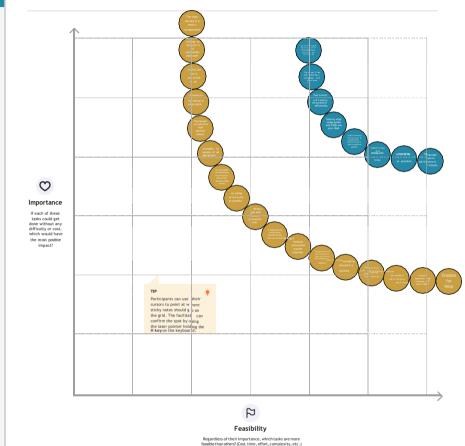

Prioritize

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

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.)

TIP
Participants can use their cursors to point at sticky notes should a point on the grid. The facilitator can confirm the spot by giving the laser pointer holding the M key on the keyboard.

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

A. **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 strategy.
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