



# Brainstorm & ideaprioritization

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

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## 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 →

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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

PROBLEM  
How might we [your problem statement]?



### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

## Brainstorm

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

10 minutes

SHARUN KUMAR

Reasonable deductions for damages in cars

Giving best price according to the car model

To find the best car

Attractive website design

High accuracy results

Less internet consumption

YOKKESH

To find the Best Price

To identify wide variety of car Models

Satisfy the Needs

Safety issues

Account Security

Determining the Risks Involved

YESHWANTH

Detecting price according to damage

Should be supported by all browsers

Should provide membership offers

Togive best search result

Easier transaction

Proper updates of prices

VIJAY

To notify the customers when the cars in their wishlist are available in the market

Should monitor the best price

Privacy protection

Choosing the best algorithm

Both Internet banking and UPI payment modes should be available

Attractive designs

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 can break it up into smaller sub-groups.

20 minutes

Exact price must be determined by considering the factors like damages and color

Suggest the best suited cars, according to the need.

Privacy protection

Update website by customer's feedback

Timely notifications must be provided when the cars in the wishlist are available in the market

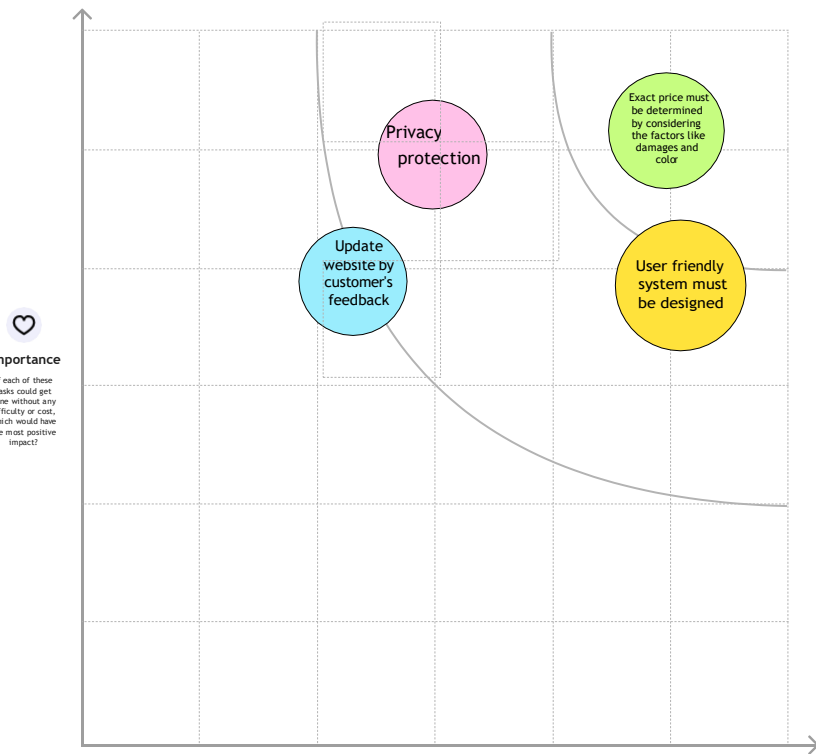
User friendly system must be designed

4

## 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.

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.

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Share template feedback



### Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

