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 an smooth and productive session

Stay in topic.
Encourage wild ideas.
Defer judgment. Go for volume.
Listen to other 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!

Save time with direct bike friendly routes
Feel the breeze
Save money
Explore The City
Increases Use of Public Transit
Eases Transit Congestion
Encourages Bike-Friendly Infrastructure
Converts New Cyclists
Citi bikes demand minimal maintenance
Citi bikes send to be more affordable than any other bikes
You can find nearest citi bikes using app
Citi Bike members will get access to thirsten bikes before the release
Alternative to motorized transport
City Bike is good for the environment

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.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as 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 send to be more affordable than any other bikes

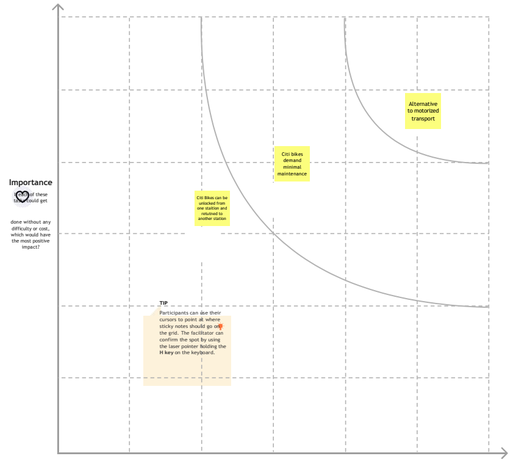
Grouping based on accessbility

Citi Bikes can be unlocked from one station and relocated 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



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