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

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 →

MEMBERS OF IDEATION PROCESS:

TEAM LEADER: SAMUEL AARON K

TEAM MEMBERS: SRUTHI SRI S C
SUSHMITHAA S
TILAK

DISCUSSION TOPIC:
Ideas for customer analysis and product analysis in Global Sales Data analytics.

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 a smooth and productive session

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

PROBLEM STATEMENT:
To make a sales pattern analysis and customer analysis which would be leading to more accurate forecasting and quotas.

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!

SRUTHI SRI S C
- Interactive Dashboard
- Simple UI
- AI based prediction
- Making good prediction
- Revenue accelerator
- Market based analysis
- Optimizing the price of the products
- Accuracy in data

SAMUEL AARON K
- Less data more accuracy
- Competitor analysis
- Product matching

SUSHMITHAA S
- Forecast Inventory for the next session
- Measure the marketing
- Personalize the customer's shopping experience
- Increase purchase
- Data can be modified easily

TILAK
- Accuracy in data
- Easy accessible
- Data can be modified easily
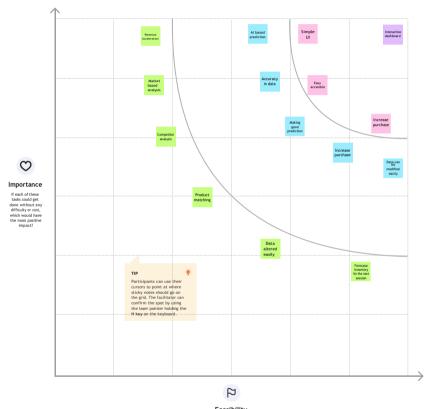- Data altered easily
- Final checkup

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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.

Interface
- Interactive dashboard
- Competitor analysis
- Easy accessible
- simple UI

Necessary Features
- Optimize picking of the products
- Making good prediction
- Product matching
- Increase purchase

Premium Features
- Data can be modified easily
- AI based prediction
- Measure the marketing
- Less data more accuracy
- Personalize the customer's shopping experience

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 their 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.)

Grid sticky notes:
- Revenue Accelerator
- Market based analysis
- Competitor analysis
- AI based prediction
- Simple UI
- Interactive dashboard
- Accuracy in data
- Easy accessible
- Making good prediction
- Increase purchase
- Data can be modified easily
- Product matching
- Data altered easily
- Forecast Inventory for the next session

TIP
Participants can use 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.)

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

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