Brainstor & idea prioritization

Use this template in your own brainstorming sessions so your teamcan unleash their imagination and start shaping concepts even if you'renot sitting in the same room.

10 minutes to prepare

2-8 people recommended

Before you collaborate A little bit of preparation goes a long way with get going.

thissession. Here's what you need to do to 10 minutes

A Team gathering Define who should participate in the session and send an invite. Share relevant information or prework 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.

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1 hour to collaborate

Define your problem statement What problem are you trying to solve? Frame

your problem as a How Might We statement. This will be thefocus of your brainstorm.

Brainstorm

statement.

10 minutes

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

→ 5 minutes

Problem Statement It is important to fix this problem because since everything in our day to day life is becoming/being converted to digital from a physical/analog entity. It is necessary to access information from anywhere. It reduces the hassles of getting

knowledge and information that has happened before and will promoteeveryone to

know better about the current events and will motivate everyone to gain profound

knowledge in their interests. It wouldn't look weird when

Key rules of To run an smooth and productive Stay in topic. Encourage wild ideas.Listen to Go for volume. If possible, be visual.

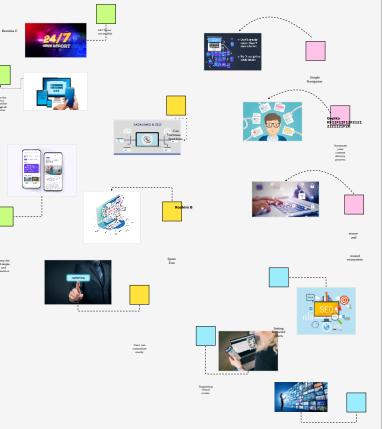
Group ideas

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 biggerthan six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

You can select a sticky noteand hit the pencil [switch to sketch] icon to

Va<mark>rsha</mark>

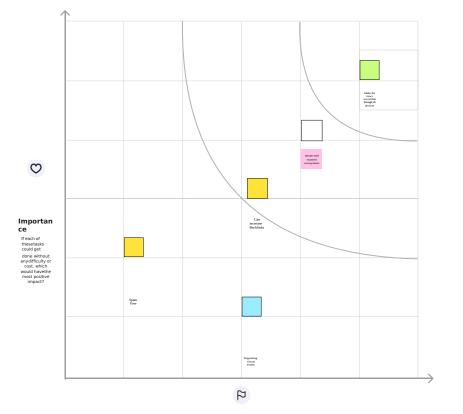


4

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 andwhich are feasible.

→ 20 minutes



Quick add-ons

After you collaborate

find it helpful.

You can export the mural as an image or pdf to share withmembers of your company who might

Share the mural Share a view link to the mural with stakeholders to keepthem in the loop about the outcomes of the

B Export the mural

Keep moving forward

Strategy blueprint Define the components of a new idea or

Export a copy of the mural as a PNG or PDF to

attach toemails, include in slides, or save in your

Open the template Customer experience journey map

Understand customer needs, motivations, andobstacles for an experience. Open the template

Strengths, weaknesses, opportunities &

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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