Template

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

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

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 STATEMENT

Some new applications often approach with notifications and unnecessary advertisements which concentrate on the monetization rather than the user and it is difficult for the creators to know the important users in a restrictive.

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.

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!

SELVA BHAARATHI_J

Keep the source relevant and active.

Customizable profile.

Article available in all language

Type of news according to user needs

MULI SRINIVASALU

Portable media

Notification updates

Weather updates

Bookmark news

GNANESWAR.D

Increased Productivity

Increased scalability

Competitive

Use only trusted sources

KISHORE KUMAR. R

Improved productivity

Interactive communication channel

Recording meetings requested on browser

Receive only the information you need

Join trend

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

Category 1

Make the operations simple to solve problem

Keep the Simple & user friendly

Self Mess accessible

Category 2

Allow to access user

Automate the delivery process

Spam free

Category 3

Easy access

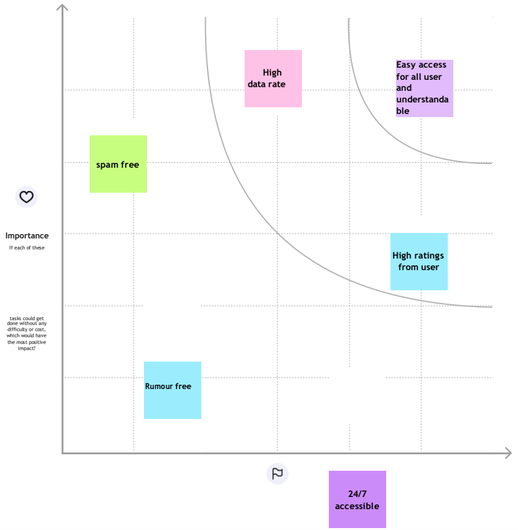
Quick retrieval information

Fixed user interface needs

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



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.

Open the template

Share template feedback

Share template feedback

Feasibility
regardless of their importance, which tasks are the most feasible? (Cost, time, effort, complexity, etc.)