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

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.

Before you collaborate A little bit of preparation goes a long way

with this session. Here's what you need

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 to allow the users a simple way to track all their expenses and how we define a remainder system for the same

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.

Write down any ideas that come to mind

that address your problem statement.

→ 10 minutes

Brainstorm

2

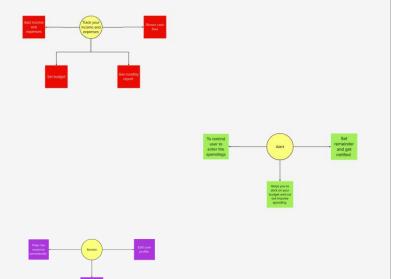
Navigate to the dashboard Add income and expenses

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

3

Group ideas

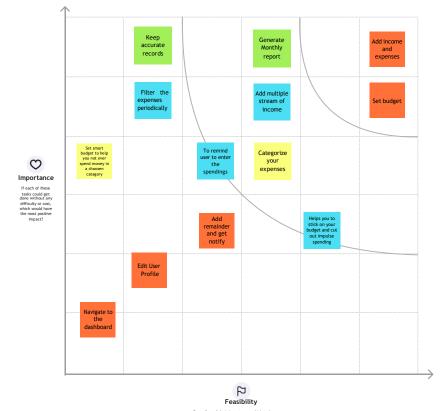


Prioritize

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

4



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



Need some inspiration?



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.

After you collaborate

You can export the mural as an image or pdf

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 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