## 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.

(L) 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.

⊕ 5 minutes

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

> PROBLEM How might we provide a user friendly platform for donors and recipients of plasma ?

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

## Define your problem statement

Brainstorm

⊕ 10 minutes

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

## 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

Notifying users Validity of the user Acceptance or rejection of request

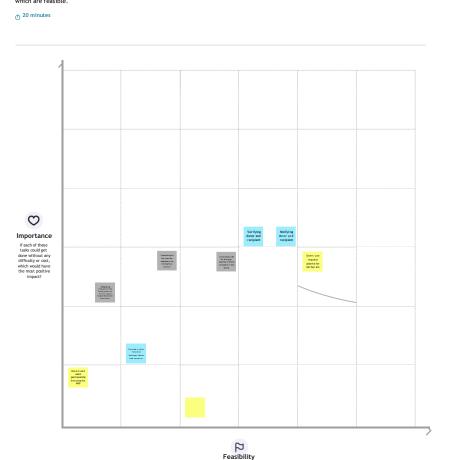
Chemising the Getting the health a smill am of the dome and over plant. Gettifficates

Communication Location based help Miscellaneous

TOP 3 Ideas

Notifying donor and plasma for recipient barber kin





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.

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

Share template feedback



















After you collaborate

Quick add-ons

Share the mural

Export the mural

Keep moving forward

You can export the mural as an image or pdf to share with

members of your company who might find it helpful.

Share a view link to the mural with stakeholders to keep

them in the loop about the outcomes of the session.

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

emails, include in slides, or save in your drive.

Strategy blueprint Define the components of a new idea or

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Customer experience journey map Understand customer needs, motivations, and

Strengths, weaknesses, opportunities & threats

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

obstacles for an experience.

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Open the template

Share template feedback

