



# 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

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## 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

Detect the vehicle damage to estimate the cost for claiming insurance



### Key rules of brainstorming

To run a 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

CHIRAJA KUMARI

MONIKA M

Process image damaged vehicle

Analyze car model

Analyze car angle

Gather data

Training data

Data security

Locate damaged car parts

Analyze damage Serverity

Prepare Report

Segmentation of damaged car parts

Data licensing

License plate recognition

SAM & KRISHNAN

HEMA LATHA

Online claim submission

manual data transfer

Automated document workflow

Increase rentation rate

Speed claim recognition up to minutes

Incease the client loyalty

Auto check and cost estimation

Claim approval

Insurance payments

Decrease the level of fraud

Improving signing speed and efficiency

Decrease operational costs

TIP  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



## 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

### Car Damage Recognition.

Recognize a Car

Identify car elements

Estimate Preliminary damage of Car elements and costs

### Car damage Recognition Process

Online claim submission

Auto check and cost estimation

ML guided workflow

Insurance payment

### Benefits

Reduce retainer costs

Speed Claim recognition up to minutes

Increase the clients loyalty

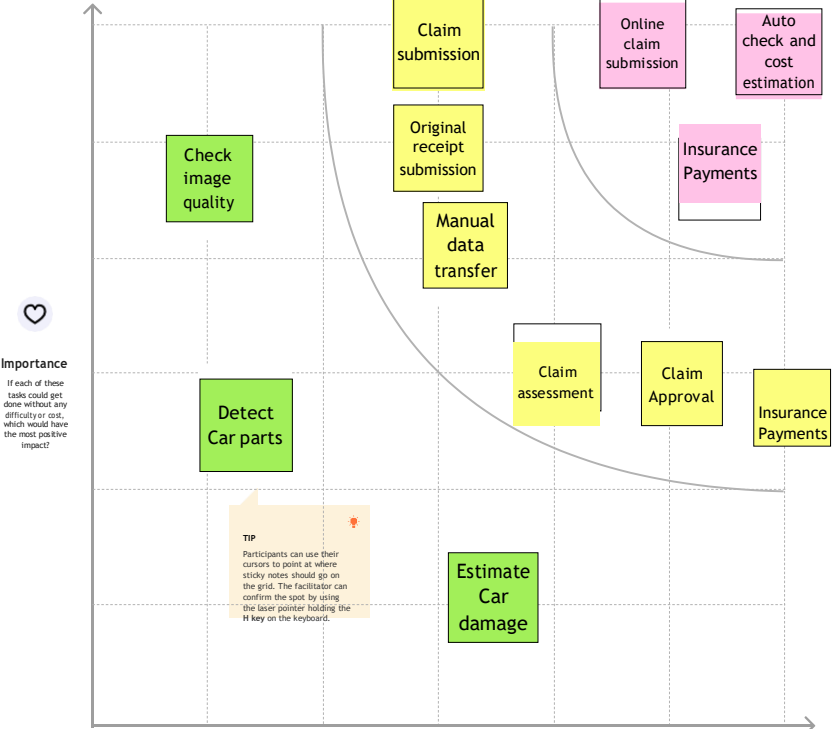
TIP  
Add customizable tag to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



## 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 these 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.)



## 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



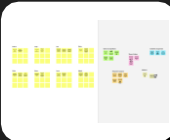
Strengths, weaknesses, opportunities & threats  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.



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### Need s Inspirat

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