

# **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.

Team gathering

Define who should participate in the session and send an invite Share relevant information or pre-work ahead

Think about the problem you'll be focusing on solving in the brainstorming session.

Open article →

C Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.

## → 10 minutes

### 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.

① 5 minutes

Key rules of brainstormin

To run an smooth and productive session

Stay in topic. - Encourage wild ideas. Defer judgment.

Go for volume. 

(i) If possible, be visual.

### that address your problem statement. You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

### Gokul Anandh M

Write down any ideas that come to mind

2 Brainstorm

(1) 10 minutes

mobile responsive web application.

team will be provided for

Guidance video to use the web application for the users.

application with higher user experience.

Eligibility check for donors who are donating first time plasma.

Dhanakrishnamoorthy S

Push notifications directly from web browser

Directing or guiding the institution organizing plasma donation camps.

# Write code with good SEO to reach large amount of donors.



Devinraj S

Track the

nearest

privacy will



plasma

option is

### Girijesh S









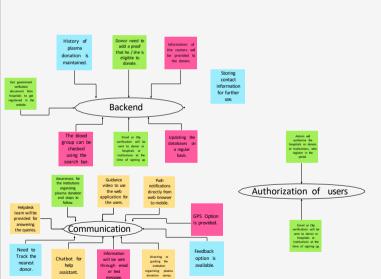








### Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups. pages will be created for donors, hospitals, and institutions. donors before and after donation. Add customizable tags to sticky with good notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural. SEO to reach large amount of donors. USER INTERFACE importance and awareness of Build a web application with higher user plasma donation. The blood group can be checked using the search bar. Eligibility check for donors who are donating first time plasma.



# 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.)













### 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

A Share the mural Share a view link to the mural with stakeholders to keep

## them in the loop about the outcomes of the session.

B 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 →



Open the template →



Open the template →

### Share template feedback





inspiration? See a finished version of this template to kickstart your work.

