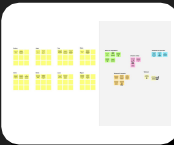# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2–8 people** recommended

Need some inspiration?

See a finished version of this template to

Open example

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

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

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

Open article

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1 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 might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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2 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!

KATHIRAVAN V
Apps can be invented for checking the environmental gas level which is monitored by the device. People can choose the option of the current location to show the measured value of the nearby device kept around the people.

Keeping Voice assistant read the environmenta l monitored

KARTHICK G
Providing alertmessage to fireservice if any gaseous detect

KAVINRAJ M
Providing a display, alerting sound and dataloggingsof gas leakage which gives opportunity to leave the place

KRISHNANANTH S
Designing the prototype using MQ2 series and displaying the monitor value, providing alert call to the government for protection purpose.

---

3 Group ideas

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 can break it up into smaller sub-groups.
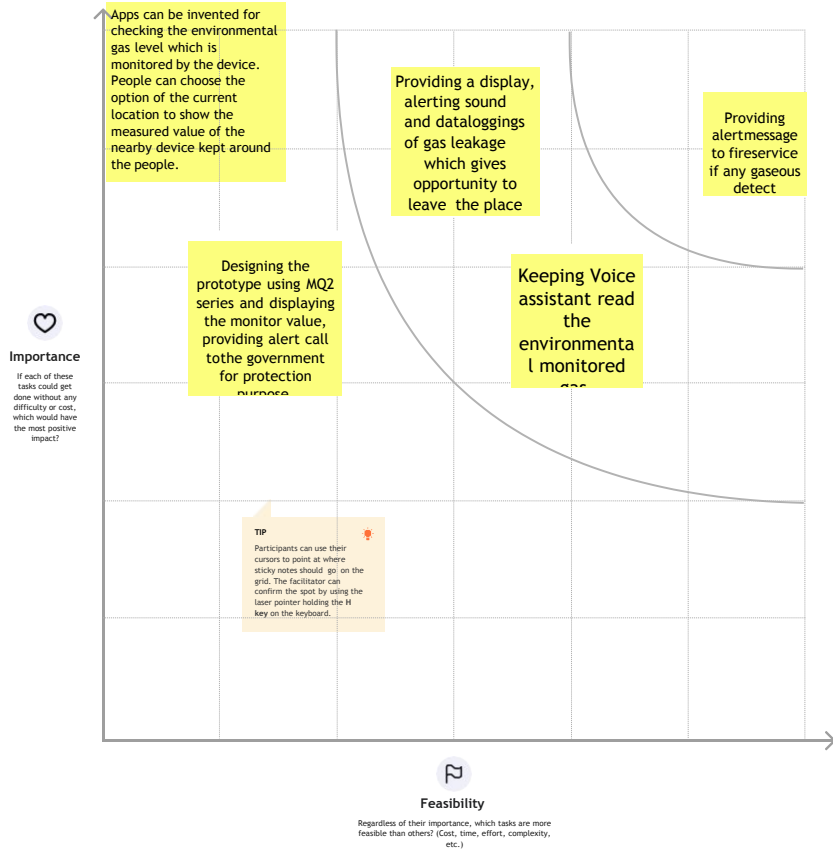
⏱ 20 minutes

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

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4 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

Apps can be invented for checking the environmental gas level which is monitored by the device. People can choose the option of the current location to show the measured value of the nearby device kept around the people.

Providing a display, alerting sound and dataloggings of gas leakage which gives opportunity to leave the place

Providing alertmessage to fireservice if any gaseous detect

Designing the prototype using MQ2 series and displaying the monitor value, providing alert call to the government for protection purpose.

Keeping Voice assistant read the environmenta l monitored gas

♡ **Importance**
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

⚑ **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

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 to 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