

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.

ர் 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.

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 provide an easy way for ecommerce decision makers to comprehend raw sales data to make more informed business decisions?

Key rules of brainstorming To run an smooth and productive session Encourage wild ideas.

Stay in tonic.

Defer judgment. Listen to others.

Go for volume.

If possible, be visual.

Saravanan

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Brainstorm

(†) 10 minutes

Santhoshkumar

Interactive

dashboard

Al based

predictions

and demand

forecasting

them a list of viable options

Easily accessible

helpline and support

Long term Graphic view and short comparison term with solutions

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

Infographics

instead of

just numbers

Simple UI

Headline followed by detailed

analysis

competitors

Dynamic

and real-

time

Sagayapradeep

layout for each endpoint

Effective Marketing Tools

Accelerate

with Al

Coach

sellers with

behavioral

insights

revenue

You can select a sticky note

and hit the pencil [switch to sketch] icon to start drawing!

Give a meter on reliability of predictions

Easy

navigation

and

experience

with tool

Venu

insights

Individualize selling at scale.

Custom

connections shown graphically in a plot Quality

> assurance and Supply chain efficiency

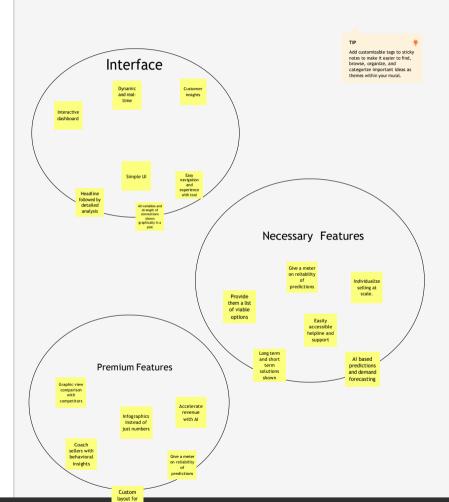
strength of

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 and break it up into smaller sub-groups.

⊕ 20 minutes

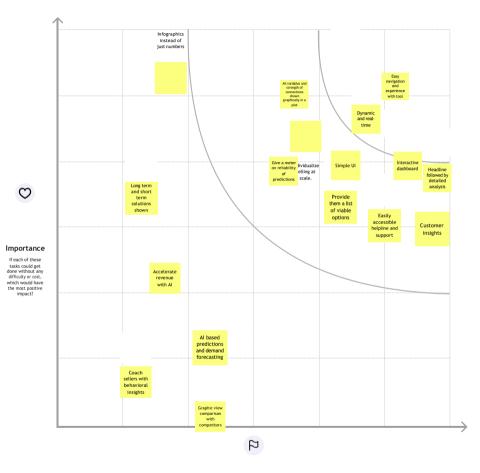


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Prioritize

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



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