



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

Share template feedback



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

PROBLEM
A New hint to transportation analysis of the NYC bike share system

Key rules of brainstorming
To run an smooth and productive session

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



Brainstorm

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

10 minutes

SANTHAMURTHY R

- Save time with direct bike friendly routes
- Feel the breeze
- Save money
- Explore the city

SURIYA KUMAR A

- Increases use of public transit
- Eases transit Congestion
- Encourages bike friendly infrastructure
- Converts New cyclists

SIVASURYA V

- Citi bikes demand minimal maintenance
- citie bikes tend to more offoradable than other bike types
- Alternative to motorized transport
- City bike is good for the environment

SUBIKSHAN M

- citi bikes can be unlocked from one station and returned to another station
- City bikes are less desirable to bike thieves
- You can find nearest citi bikes using app
- Citi bike members will get access to the new bikes before the release

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

Grouping based on routes

Save time with direct bike friendly routes

Explore the city

Grouping based on budget

Citi bikes demand minimal maintenance

Citi bikes tend to be more affordable than any other bikes

Grouping based on accessibility

Citi bikes can be unlocked from one station and returned to another station

You can find nearest citi bikes using apps

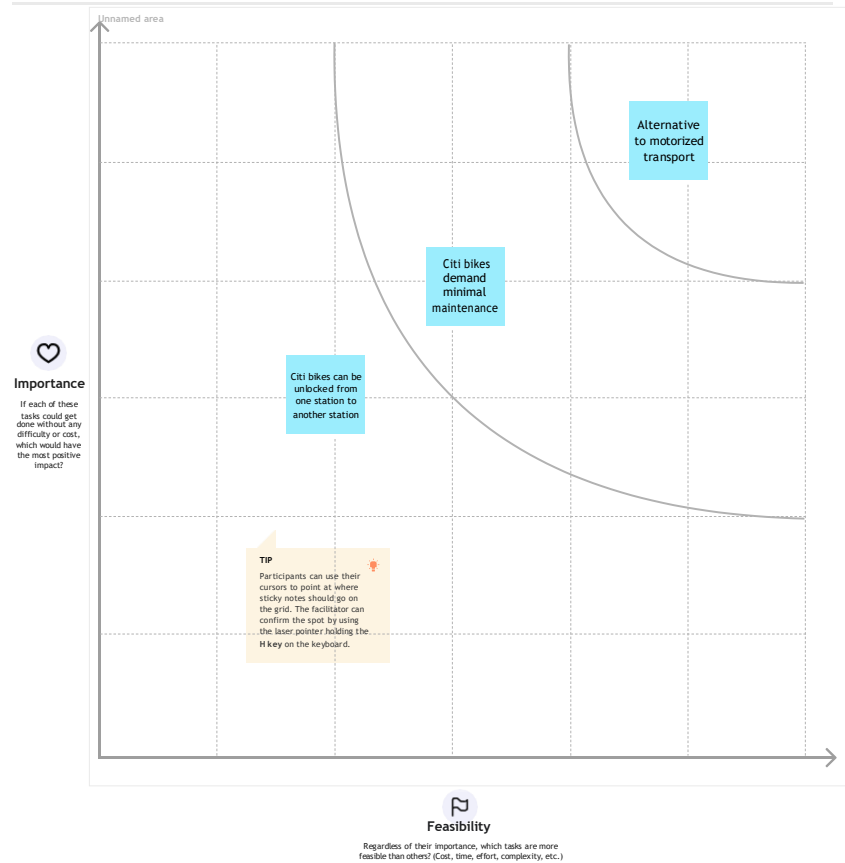
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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



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.
[Open the template](#)

Share template feedback



Need some inspiration?
See a finished version of this template to kidstart your work.
[Open example](#)

