Brainstorm & ideaprioritization

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.

1 hour to collaborate 2-8 people recommended

10 minutes to prepare

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. Set the goal
Think about the problem you'll be focusing on solving in 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

To avoid inconsistency,

irrelevant and irregular

pattern of news feed over

the websites and provide a

Over half the population of the world regardless of their identity are the users who consume news on social media. The major issue is whether or not to trust the news fed by the various websites and the frequent topics which are irrelevant to the user. This issue arises when the user has no knowledge to identify whether the websites visited are certifed or not. This issue must be solved so as to avoid fake news and to feed the user with relevant news instantly

Brainstorm

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

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.

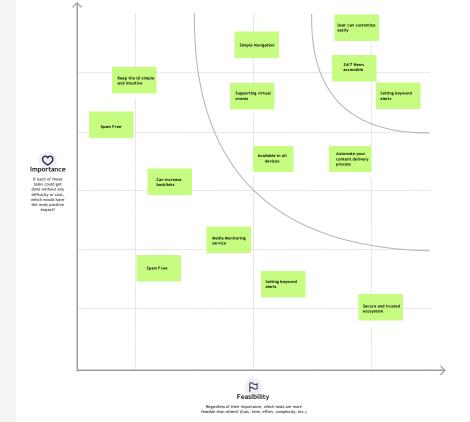


You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

4

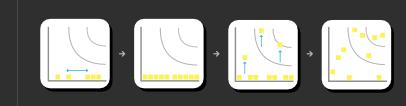
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

→ 20 minutes



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24/7 News accessible



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.

You can export the mural as an image or pdf to share with

members of your company who might find it helpful.

Export the mural Export the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

After you collaborate

Strategy blueprint Define the components of a new idea or strategy.

Customer experience journey map Understand customer needs, motivations, and obstacles for an experience.

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

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