



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



Need some inspiration?
See a finished version of this template to get some ideas.
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

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 solve the issue of passengers waiting indefinitely for arrival of trains, eliminate physical tickets and improve user's journey



Key rules of brainstorming

To run an smooth and productive session

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

Brainstorm

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

10 minutes

SELVANAYAGI M

- Send platform information through text message
- Bookmyshow style ticket booking
- Use wireless earbuds to receive the messages
- Regulate coach temperature in AC coaches using temperature sensors

BANUPRIYA A

- Berth suggestion based on passenger details
- Pre book food for train journey
- Contact information of doctors at next station in case of emergency
- Push notification in for train's reminder

SEVVANTHI S

- Send platform information through text message
- Share live location of trains
- Push notification for train
- Monitor coach temperature in AC coaches through sensors

VENKATESWARI M

- Bookmyshow style ticket booking
- Regulate coach temperature in AC coaches using temperature sensors
- Push notification for train
- Monitor coach temperature in AC coaches through sensors

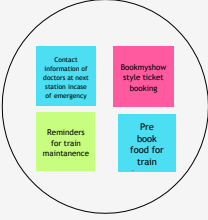
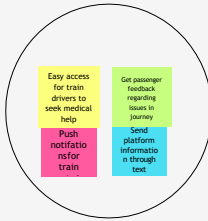
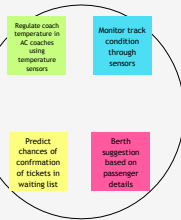
- Use wireless earbuds to receive the messages
- Regulate coach temperature in AC coaches using temperature sensors
- Bookmyshow style ticket booking
- Pre book food for train

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

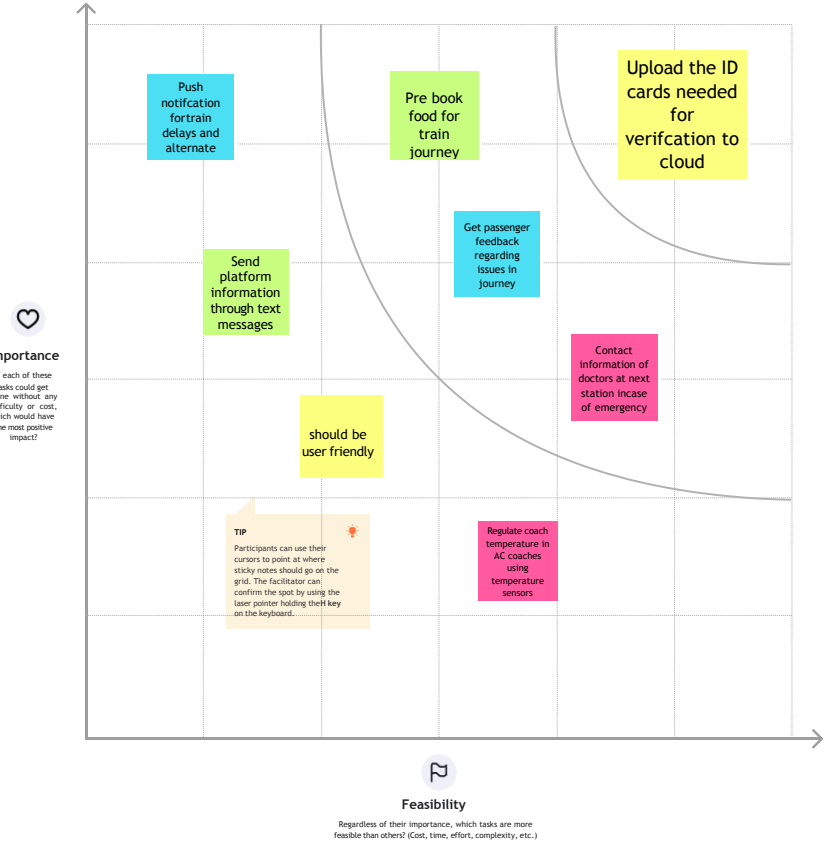


TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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