# 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.

## 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**

1. **Team gathering**

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

1. **Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

1. **Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and

**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**

**Person 2**

**PROBLEM**

**How might we [your problem statement]?**

**2**

## Brainstorm

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

**10 minutes**

**Arikrishnan**

**long wait on hold**

**the company**

**issues within**

**Address the**

**deliver the solution**

**Ask for the customer needs and preferences**

**Balamurugan**

**TIP**

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

**TIP**

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

**Disintersted customer service**

**Lack of follow up after the issue is resolved**

**Issue not resolved on first call**

**Not following through on promises**

**3**

## 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**

**CUSTOMER**

**solutions for cutomer needs**

**notifying customers**

**providing chatbox**

**providing services on time**

### solution for customers

**deals with problem quickly**

**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**

**Customer preference**

## 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

1. **Share the mural**

**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

1. **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.

**10 minutes** to prepare

**1 hour** to collaborate

**2-8 people** recommended

productive session.

[**Open article**](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

### Key rules of brainstorming

To run an smooth and productive session

**Jayaprakash Jeeva**

**chatbox**

## providing

**providing services to customers**

**chatbox**

### Keep moving forward

**Strategy blueprint**

Define the components of a new idea or strategy.

[**Open the template**](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

**preferred payment not accepted**

**Customers doesn't meet expectations**

**Ensure customers have the ability to make judgement calls**

**Offer a quick resolution**

Stay in topic.

**out of stocks**

**Follow up with the customer**

**customer complaints should be seen as oppurtunities to improve**

**Listen to a customer**

**live chat**

Defer judgment.

Encourage wild ideas.

Listen to others.

### Importance

If each of these

**user feedback**

**Customer stisfaction**

**FEEDBACK**

Understand customer needs, motivations, and obstacles for an experience.

[**Open the template**](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

**Ensure they are happy with the services**

Go for volume. If possible, be visual.

tasks could get done without any difficulty or cost, which would have the most positive impact?

**Strengths, weaknesses, opportunities & threats**

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

|  |  |
| --- | --- |
|  |  |
|  |  |

[**Open the template**](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)

**INFORMATION**

**TIP**

**Email notification**

**pop up box**

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.

**security**

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

**security and services**

**Customer privacy**

**SERVICES**

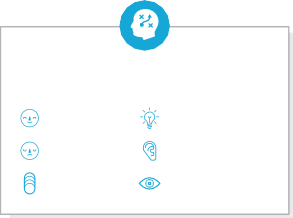
**providing services on time**

**Customer queries**

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

### Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



**Template**

#### Need some inspiration?

See a finished version of this template to kickstart your work.

[**Open example**](https://app.mural.co/template/e5a93b7b-49f2-48c9-afd7-a635d860eba6/93f1b98d-b2d2-4695-8e85-7e9c0d2fd9b9)