



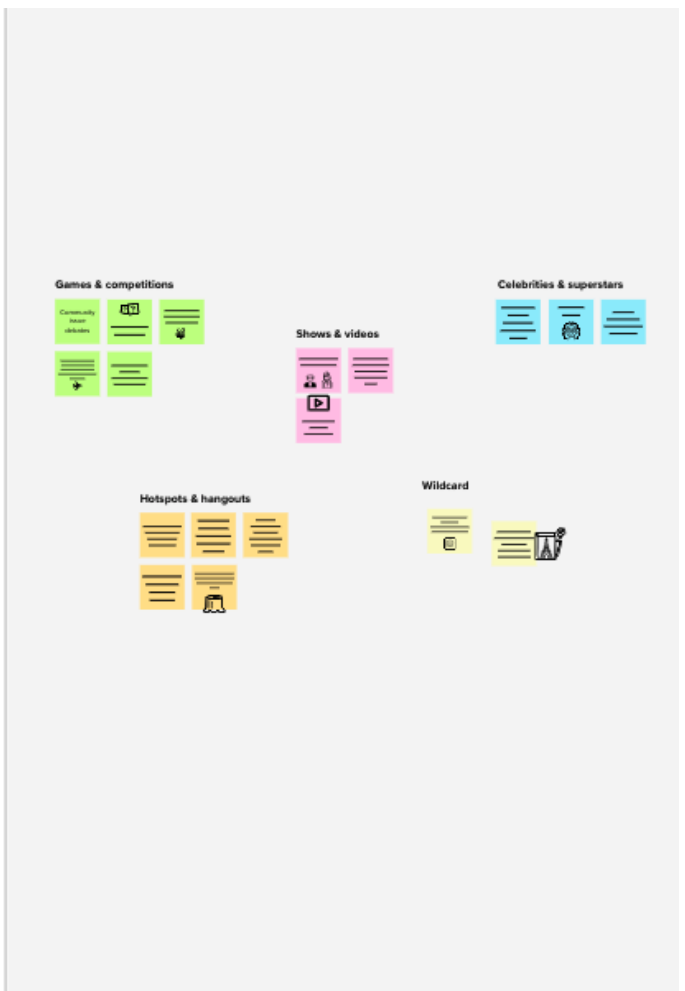
# Brainstorm & idea prioritization

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 kickstart your work.

[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](#) →

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

### PROBLEM

How might we [your problem statement]?



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



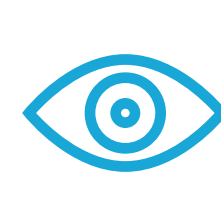
Defer judgment.



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

TIP



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

Shylu

To allow multiple users to login at the same time

A friendly bot to remind about the upcoming bills and assist you with financial expenses

To ensure data security and prevent third party interference.

To have an easy navigate to interface

Varththini

To upload photocopy or e-receipts of expenses

To give view/ edit/ comment access of a expense list to others

keep track of payment method i.e., card or UPI or cash, etc

Can have graphical representation for kind of expenses

To hold more than one bank account under different bank holder's name

Can have credit and debit in same page

Create an account using mobile number or e-mail id that is registered with bank account or with social media accounts

jameela

synchronization feature so that we can track expenses from any device we use(cloud data)

option to set a start and end date like daily ,weekly, monthly etc

no restrictions on the number of accounts used

option for goal setting

to use both in online and offline mode and should be free of bugs and adds

option to add by which mode the payment has been made and the user should have the report to track it

Madhumidha

home page that shows both budget and expenses side by side

a pop up showing the balance amount in budget of the category every time we add an expense in that specific category

reminder to remind the user in any part of the day regularly to develop the habit of capturing and tracking expenses

combining all the categories of our budget and suggesting the ways to balance overspending amount on one category with reducing expenses in another suggested category

adding tags like essential and non-essential for each expense recorded to get an overall idea of how the money is spent

adding things to buy and cost to calculate how much it will take from the budget to get a preview of the expense before spending money on expensive things

reminder for weekly or monthly review sessions as per user's preference to track their finance

a place to record the non-essential shopping list in order to reduce the temptation to buy

Person 5

Person 6

Person 7

Person 8

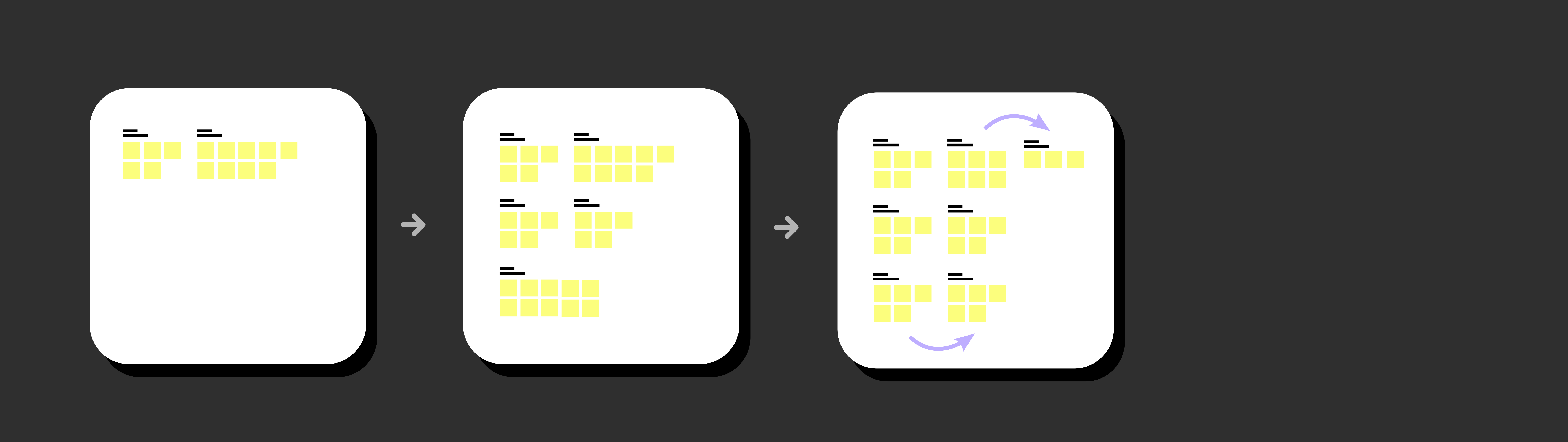
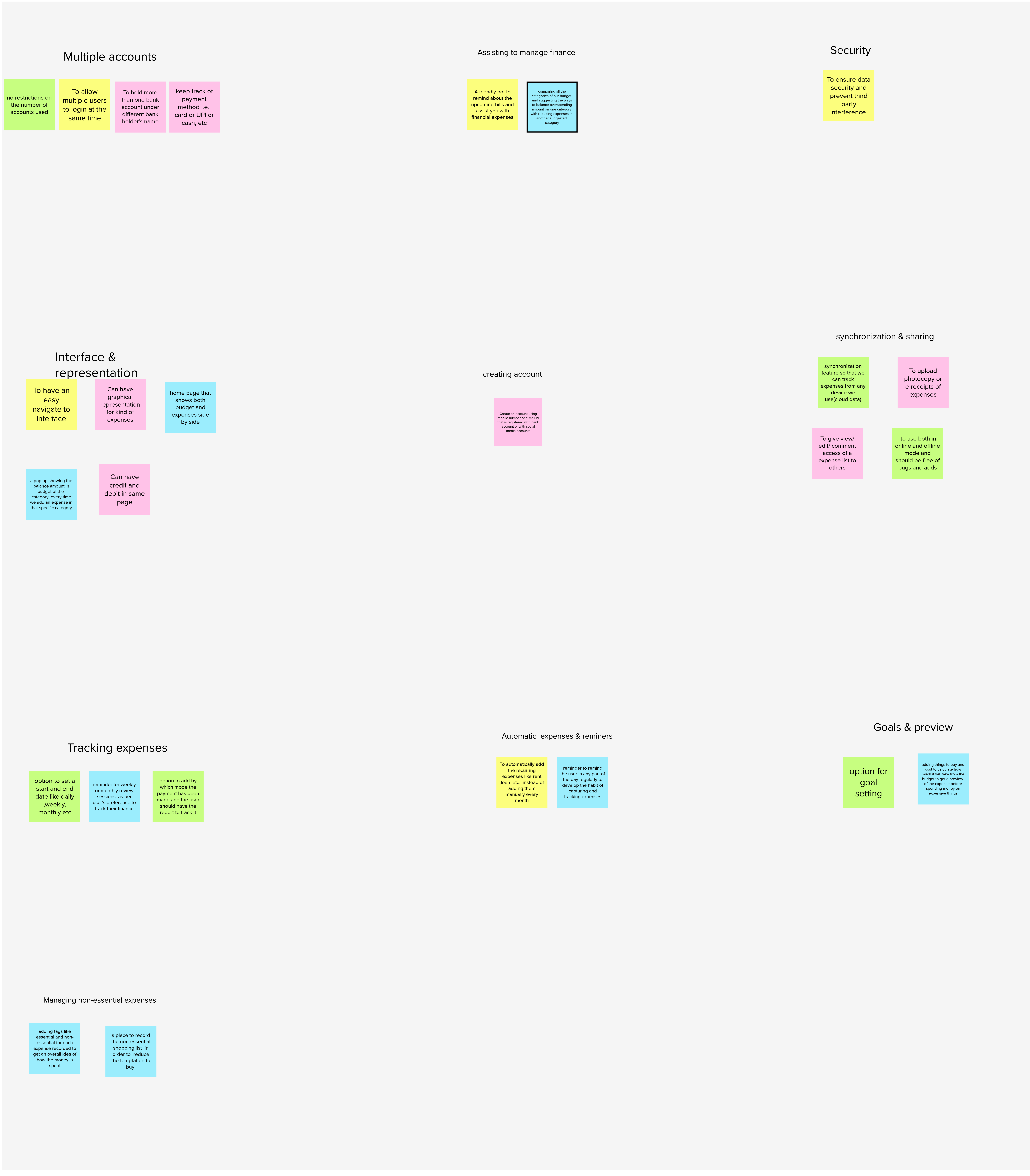




Group ideas

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



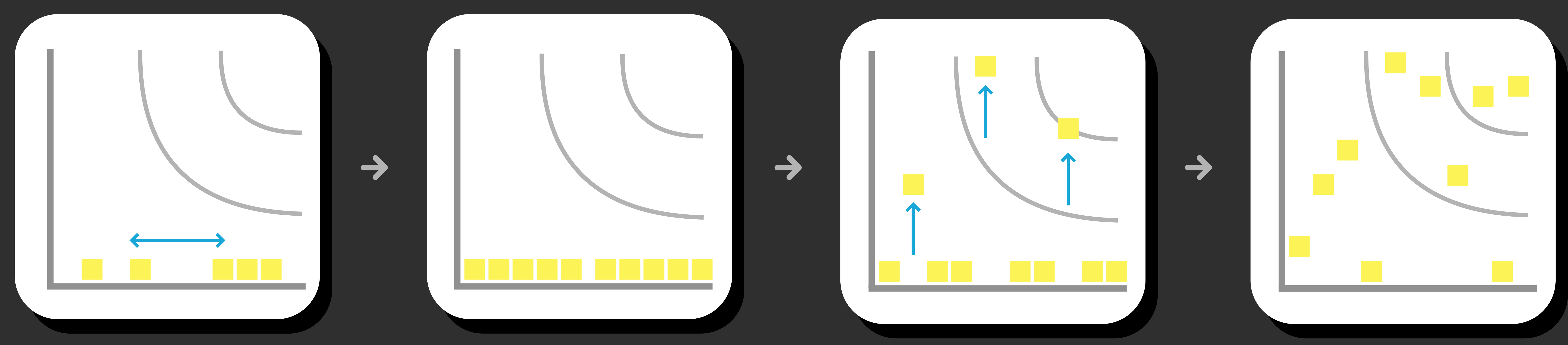
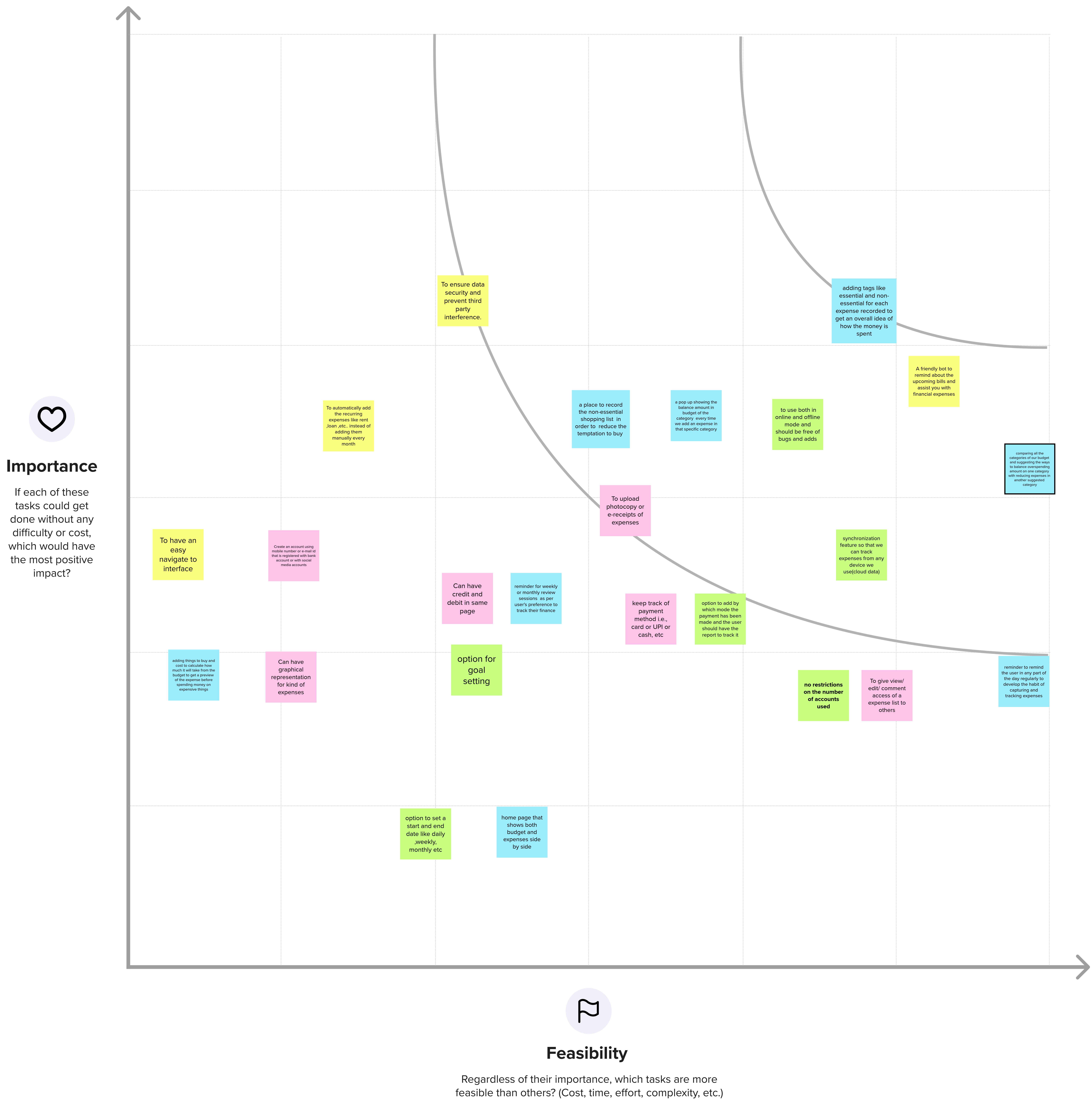
Prioritize

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

**TIP**

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.







### 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

- A

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

**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](#)