



# 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

Indiscriminate disposal of solid waste is a major issue in urban centers of most developing countries and it poses a serious threat to the healthy living of the citizens. Access to reliable data on the state of solid waste at different locations within the city will help both the local authorities and the citizens to effectively manage the menace. In this paper, an intelligent solid waste monitoring system is developed using Internet of Things (IoT) and cloud computing technologies.



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



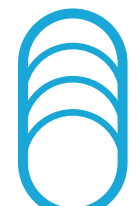
Encourage wild ideas.



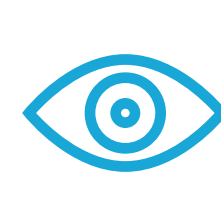
Defer judgment.



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!

ADITHYA MURALI

Providing timely updates

Recognizing the garbage disposal areas

Control the flow of information

Smart waste management reduce operation cost

AKILAN K

Monitoring through mobile

Historical data archive

Real time data and production and data insight

Real Time analysis of garbage management

DHANUSH M S

Excess garbage Indication

Efficient waste Management

Improve living standard by automation

Garbage collection assessment

PRAVEEN S

Deep Field analytics with key factor

Log data for all changes in waste management

Garbage detection

Better ways to manage wastes

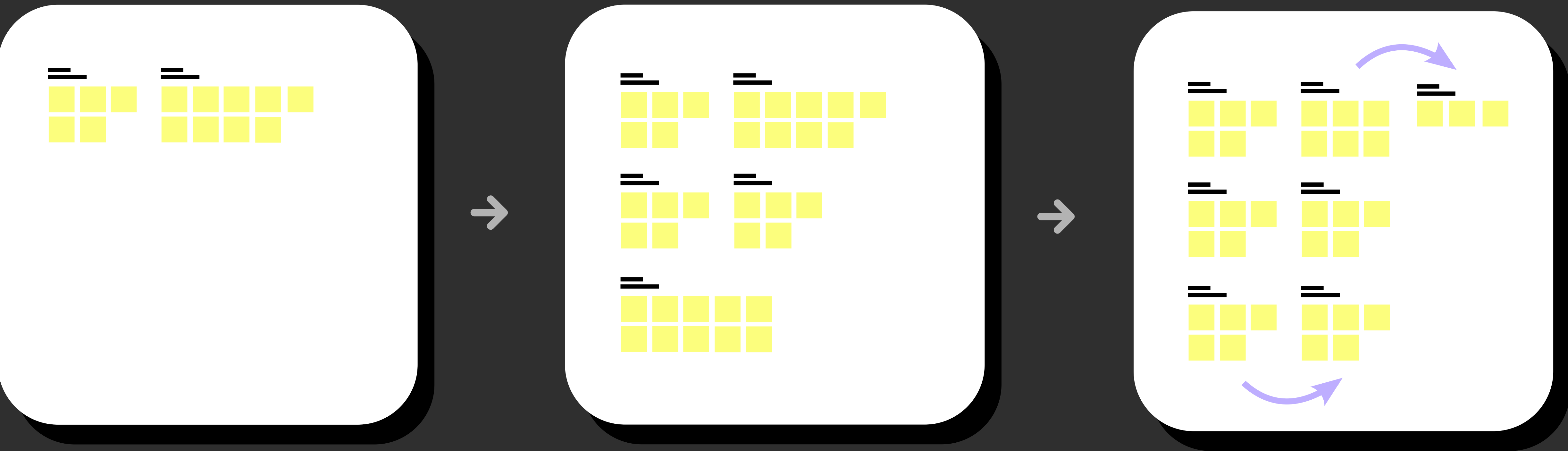
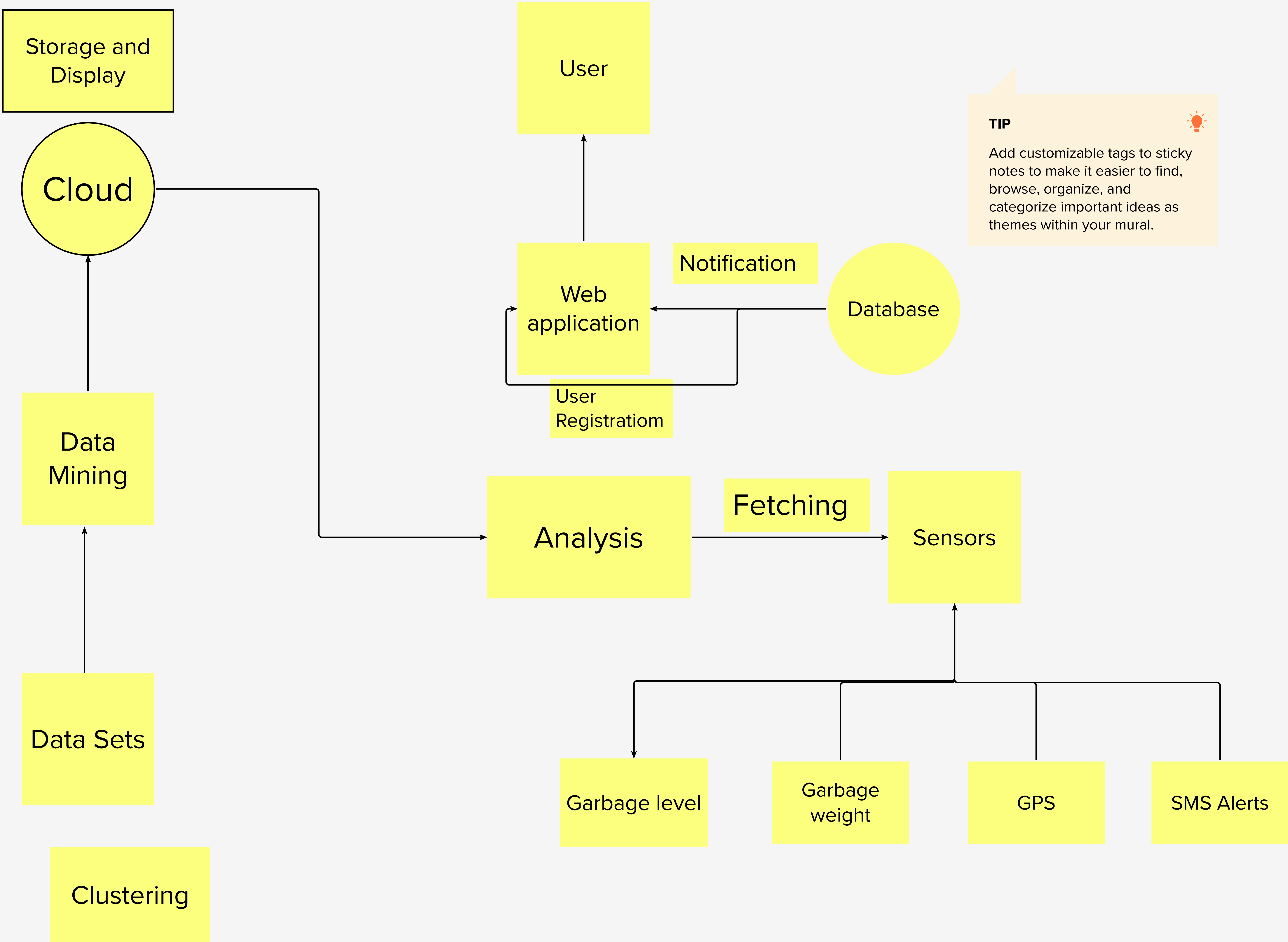




Group ideas

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.

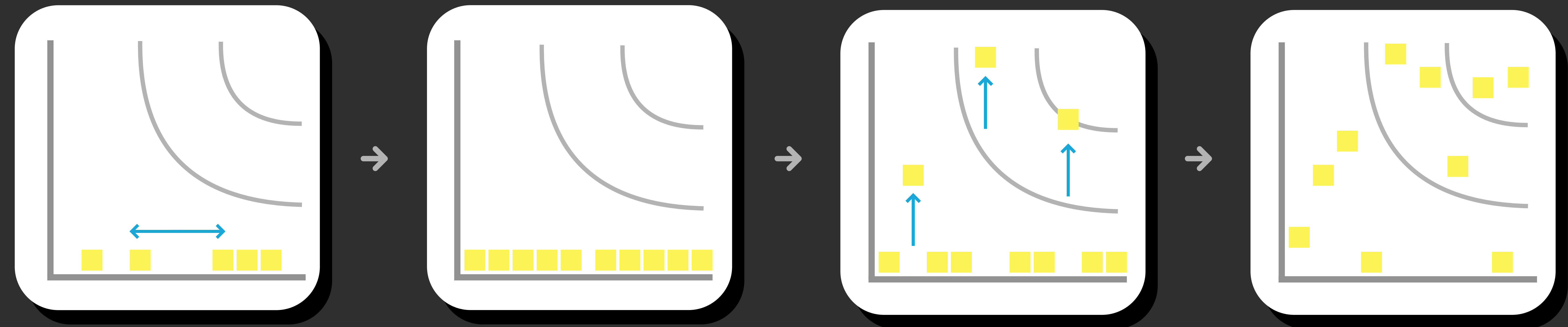
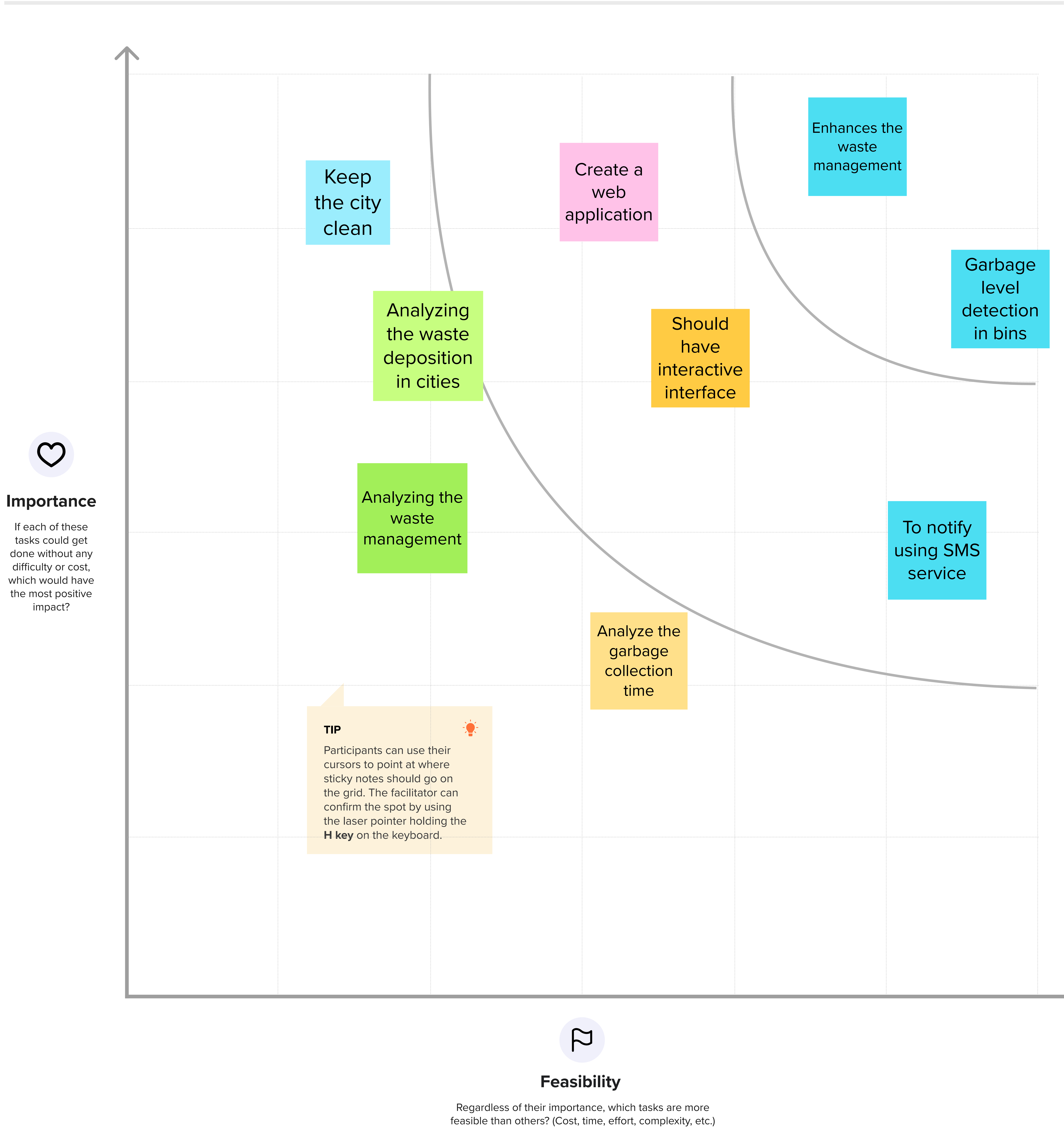
🕒 20 minutes



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





### 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.

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### 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.

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### 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 →](#)

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