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

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.

① 10 minutes

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

Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.

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What problem are you trying to solve? Frame your focus of your brainstorm.

① 5 minutes

PROBLEM Elder people forget to take meds on time

the brainstorming session.

Key rules of brainstorming To run an smooth and productive session Encourage wild ideas.

Stay in topic. Defer judgment.

Define your problem statement

problem as a How Might We statement. This will be the

Brainstorm

① 10 minutes

Write down any ideas that come to mind

that address your problem statement.

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.

① 20 minutes

Services

Cloud service Mobile application

Project requirement



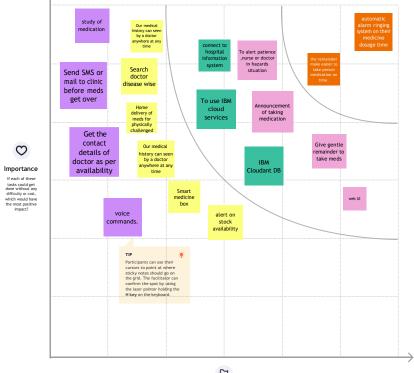
Detectors

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.

① 20 minutes





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















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. 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



Define the components of a new idea or

Open the template \rightarrow



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



Share template feedback

Need some inspiration? See a finished version of this template to kickstart your work.