


Ideation Phase

Brainstorm & Idea Prioritization Template

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Step-1: Team Gathering, Collaboration and Select the Problem Statement



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

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➔

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.

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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

Analyzing the people with symptoms like fainting, chest tightness, chest pain, shortness of breathe, slow/fast heartbeat and predicting heart disease in them.



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.

Step-2: Brainstorm, Idea Listing and Grouping

2

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!

Person 1

The biggest challenge is...

How to improve...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

Person 2

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

Person 3

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

Person 4

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

3

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

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

What are the main...

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

Step-3: Idea Prioritization

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

