Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and not sitting in the same room.

10 minutes to prepare 1 hour to collaborate 2-8 people recommended

start shaping concepts even if you're

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 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session. Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session. Open article →

Define your problem statement

This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem Whenever the agent is assigned to a customer, they will be notified with an email alert. Customers can view the status of the ticket till the service is provided.

> 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.

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. 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

CUSTOMER

CHATBOX

FEEDBACKS

INFORMATION

SECURITY

SERVICES

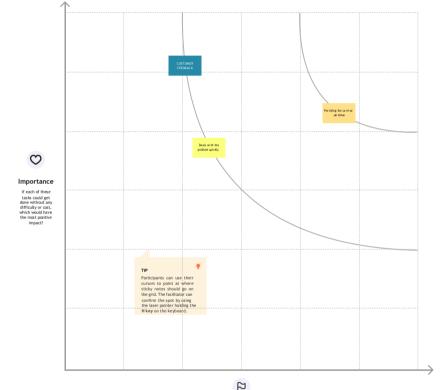
→ 20 minutes

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.

Add customizable tags to sticky notes to make it easier to find, browse, organize, and

categorize important ideas as themes within your mural.



Feasibility

Regardless of their importance, which tasks are more



Share template feedback

















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 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 →

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