



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



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

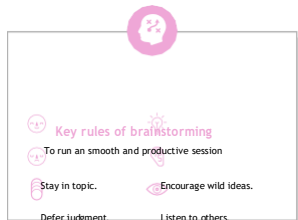


Define your problem statement

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 bridge the communication gap between differently abled people and the normal people.



Go for volume. If possible, be visual.

- Problems are faced by dumb people in their daily lives:
1. They don't think before asking stupid questions.
 2. They don't look before crossing a busy street.
 3. They're too dumb to know they're dumb.
 4. They're too dumb to learn that the phrase is "Deaf and dumb".
 5. They're too dumb to realize that the phrase "Deaf and dumb" has been outmoded since 1830 or so.
 6. They're too dumb to learn that Deaf people may not necessarily speak vocally, but they are still smarter than the smartest dumb person of the type that asks dumb questions like this.



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 icon to start drawing!

LOGESH

Collect feedback for the app from the users.
Provide them with the feedback form.
Analyze the feedback and provide the necessary changes.

HARISH

Building a web and mobile app for the users.
Ensuring the app is user-friendly and easy to use.

Language support for the users.
Ensuring the app is accessible to all users.

BALAJI

Creating a database and a user-friendly dashboard.
Ensuring the app is accessible to all users.

The app should be able to handle a large number of users.
Ensuring the app is accessible to all users.



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 can break it up into smaller sub-groups.

LINGA USER INTERFACE

Design the application with a focus on accessibility to all types of people.
The app should be easily navigatable.

FEATURES

Available to people of all age groups.
A software that is accessible to all types of people.

It is a simple app that is easy to use and does not require any special knowledge.

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APP EXPERIENCE

Creating an interactive and user-friendly dashboard.
The app should be easily navigatable.

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

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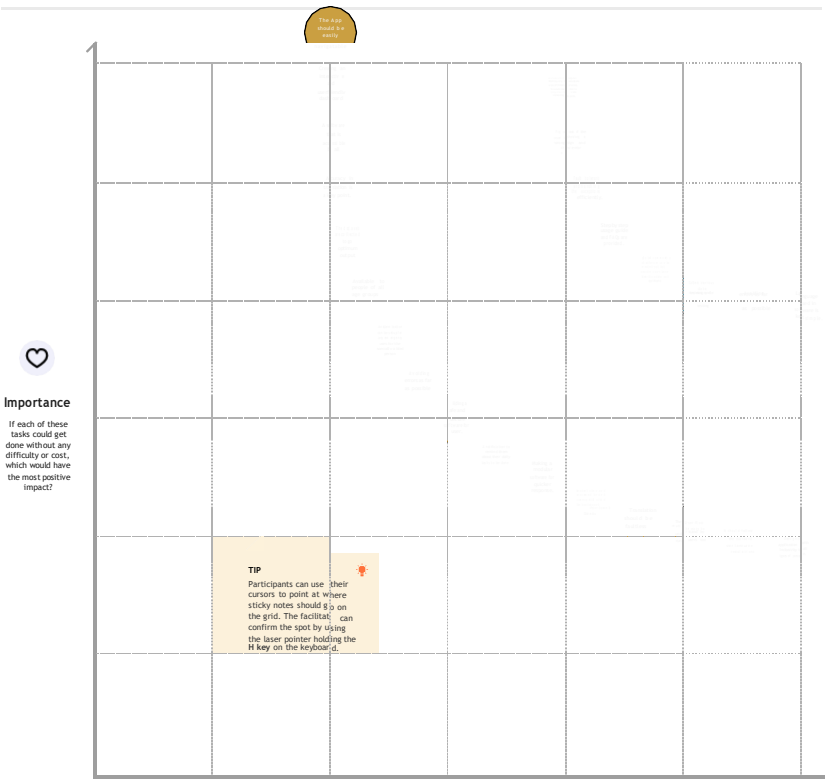
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Prioritize

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



Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
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.
- 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