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

👤 **2-5 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 →

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

In this pandamic situation,we are in need to eat a healthy food .But in this fastest world we can't carry a nutrition chart to every place to identify the healthy food .

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

Venu Gopal

User Friendly Web Application.

Data Privacy

Reliable Service.

Allwin Selva

Interactive Web Application.

High Accuracy.

Short Time output.

Muthu Kumar

High Performance.

Easy to Access.

Low Energy Consumption

Sanjay

Instant product result

Secure Authentication.

Accessible in any country

Easy to Understand

Works under low data connection

Consumption Of internet is low

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.
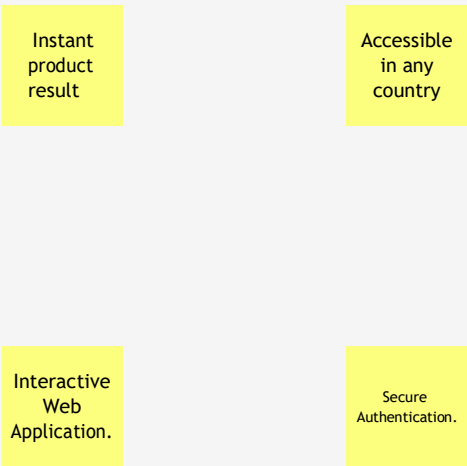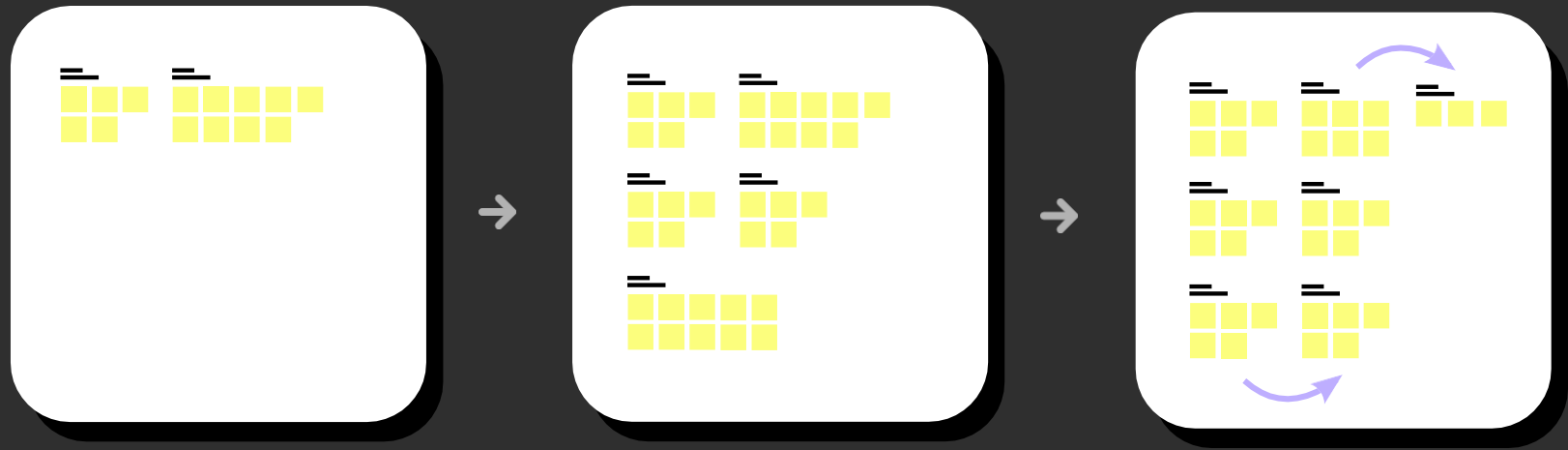
🕐 **20 minutes**

Group 1

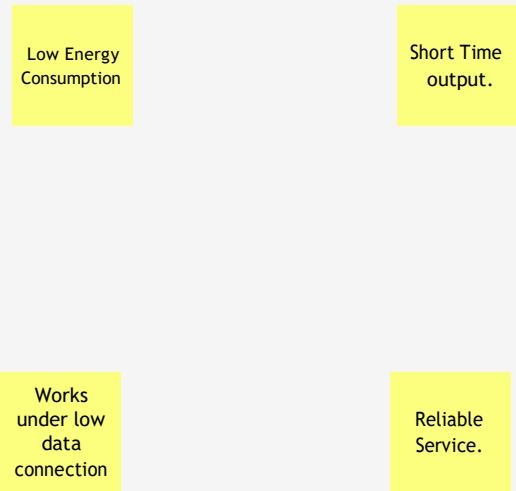| Instant product result	Accessible in any country
Interactive Web Application.	Secure Authentication.

Group 2

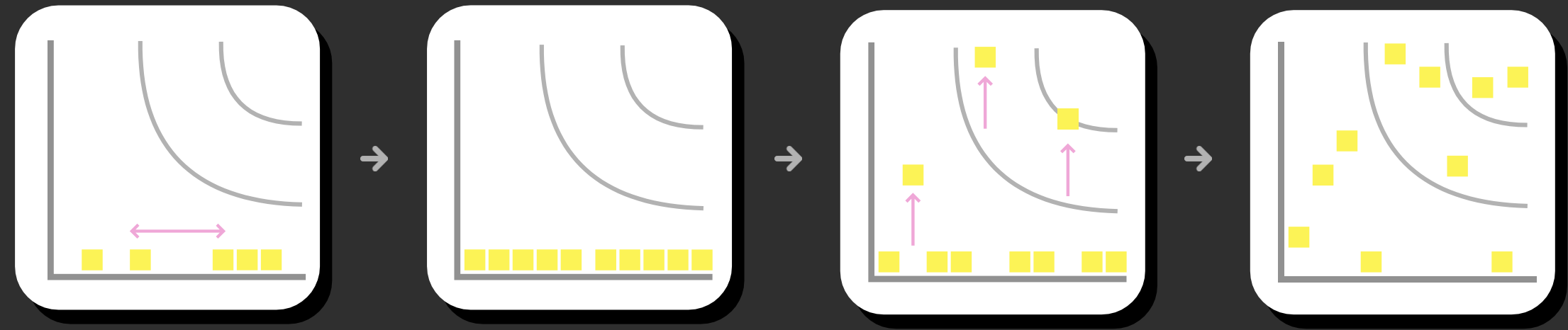| Low Energy Consumption	Short Time output.
Works under low data connection	Reliable Service.

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?

Secure Authentication.

Data Privacy

High Accuracy.

Consumption Of internet is low

High Performance.

Low Energy Consumption

TIP 💡

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

🚩

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

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.

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