

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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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 a 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](#) →

- 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.

PROBLEM

The user and admin can login in our application
Admin role is to monitor the user shopping. User can shop Easily

Key rules of brainstorming

To run a smooth and productive session


- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Brainstorm

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!

Karthik			rithick			Muthu			edwin		
TESTER	FEEDBACK	HOME	CART	HELP	DISCOUNT	PASSWORD	USERNAME	LOGIN	ALERT	PAYMENT	Payment Date
DESIGN	LOGIN	ADMIN	LOGIN	TSIRT	FASHION	REGISTERED	ADMIN	USER ROLE	OFFERS	SHOPPING	DRESS
USER	CINAT	SHOP	DESIGN	COLLECTION	OFFERS	SECURITY	DETAILS	ADMINISTRATOR	SAVINGS	DISCOUNT	MONEY

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 can break it up into smaller sub-groups.

 20 minutes

LOGIN

USER LOGIN...

TIP

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

ADMIN LOGIN..

MONITOR USER ROLE	STOCKS AVAILABLE
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4 **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](#)

⌚ 20 minutes



Importance

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

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

Importance, which tasks are more
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.

8 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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The diagram illustrates the steps of the greedy algorithm for the knapsack problem. It shows four stages of the process:

- Initial State:** A knapsack with capacity 10 and a set of items with values and weights. A red double-headed arrow indicates the capacity.
- Sorting:** The items are sorted by their value/weight ratio, indicated by a red arrow pointing to the sorted list.
- Selection:** Items are added to the knapsack until the next item would exceed the capacity. A red arrow points to the item that cannot be added.
- Final State:** The knapsack is filled with the selected items, and the total value is calculated as 10.