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

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

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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**
> 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.

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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!

S.ADITHYA

- Filtering based on university reputation and accreditation
- Sorting based on university rankings
- Filtering based on courses
- provide most recent and false proof information
- Provide transparent and accurate results
- Link to university website and contact information

UDAY

- Alumni records of universities
- No.of seats allocated for government quota
- Sorting and filtering based on placement success rate
- Sorting based on university nearby
- Eligibility based on community
- Graphical representation to better understand

NEERAJ

- shortlist universities based on user interest
- compare between universities
- Calculation of cut off marks based on 12th State Board or CBSE
- No. of graduated students from the university
- eligibility cut off for the past ten years per university
- University professors experience

VENAKAT

- Eligibility based on JEE Mains
- Admission criteria for disabled people
- Collecting feedback for future enhancement
- expert ratings
- User friendly interaction
- No. of seats allocated for management quota

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3 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 can break it up into smaller sub-groups.
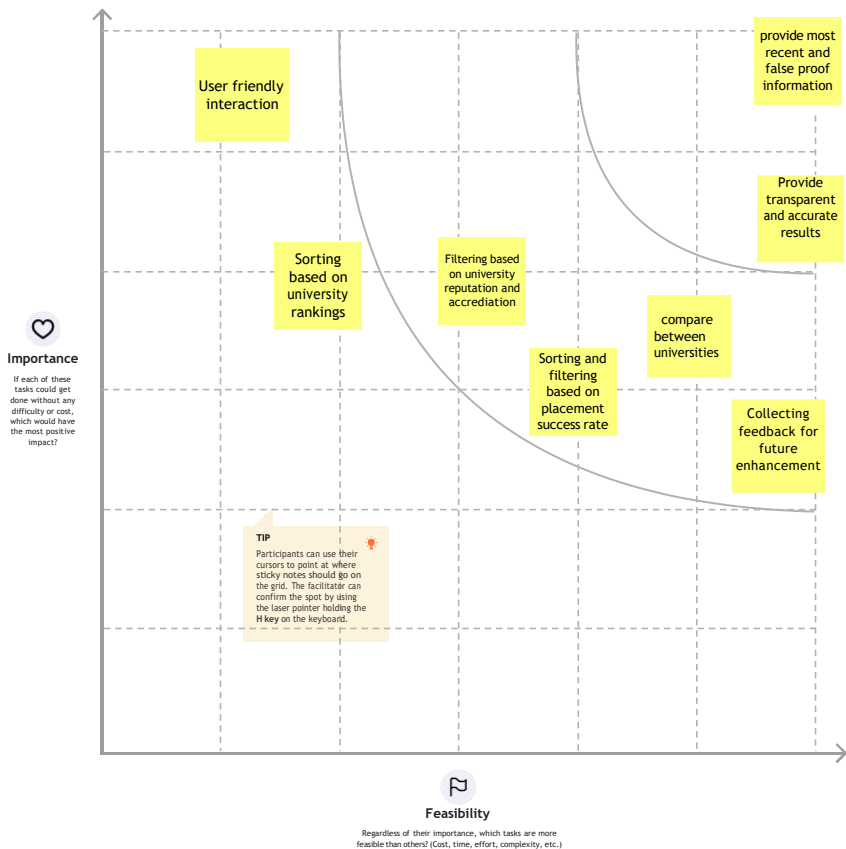
⏱ **20 minutes**

- Filtering based on university reputation and accreditation
- Sorting based on university rankings
- Filtering based on courses
- Graphical representation to better understand
- **FEATURES**
- Link to university website and contact information
- shortlist universities based on user interest
- Sorting and filtering based on placement success rate

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

- compare between universities
- Calculation of cut off marks based on 12th State Board or CBSE
- Eligibility based on community
- **USER INFORMATION**

- User friendly interaction
- **USER EXPERIENCE**
- Collecting feedback for future enhancement
- provide most recent and false proof information
- Provide transparent and accurate results

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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**

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.)

- User friendly interaction
- provide most recent and false proof information
- Sorting based on university rankings
- Filtering based on university reputation and accreditation
- Sorting and filtering based on placement success rate
- compare between universities
- Provide transparent and accurate results
- Collecting feedback for future enhancement

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.

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