



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.

- 12 minutes to prepare
- 2 hour to collaborate
- 2-9 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.

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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 allow the user a simple way to track expense and how might we define a remainder system for the user



Key rules of brainstorming

To run an smooth and productive session

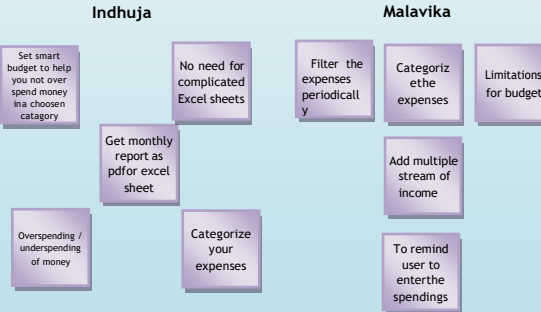
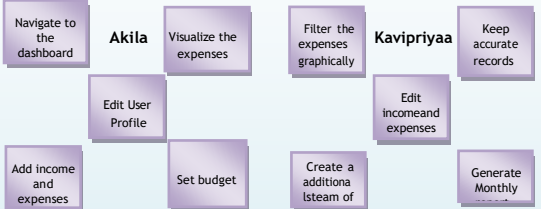
- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.



Brainstorm
Write down any ideas that come to mind that address your problem statement.

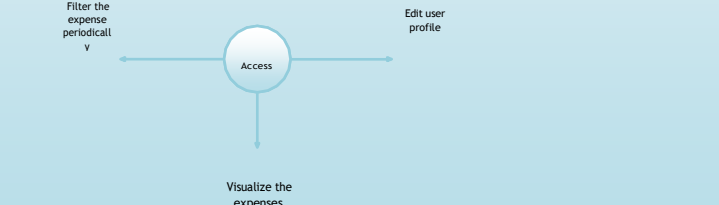
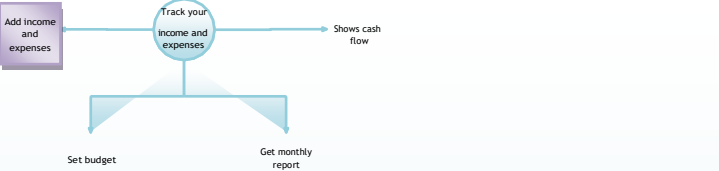
- 8 minutes

TIP
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 can break it up into smaller sub-groups.

- 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.

- 20 minutes

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

	Keep accurate records		Generate Monthly report		Add income and expenses
	Filter the expenses periodically		Add multiple stream of income		Set budget
			To remind user to enter the spendings		
			Add remainder and get notify		
					Helps you to stick on your budget and cut out impulse spending
	Edit User Profile				
Navigate to the dashboard					

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](#)

