



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.

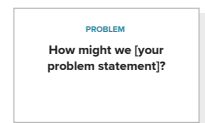
[Open article](#) →



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.

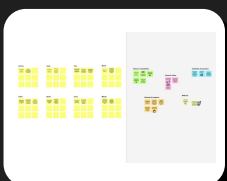
🕒 5 minutes



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.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

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!

Manishankar

The passenger should be able to get the intimation of a flight delay a few hours before.

Should state the reason behind the delay

The application should make arrangements for lounge or waiting area

In case the delay time is more, in that case the application should help the user get a compensation.

The app should be user friendly.

The passenger should get to know the updated time of arrival and departure.

Monitor the flights arrival and departure.

Connecting Social media to get weather prediction and other problems.

Passenger flight details should match with the upcoming flights.

Passenger should get updated timings.

The departure timing and reason for delay must be known.

The passenger should get the intimation of flight in prior.

Weather details of the destination should be available for the user.

The app should be user friendly.

Ashwin

Anishvikram

Application should suggest ways to adjust passenger's leisure time.

Weather updates should be done frequently.

People should follow instructions to ensure smooth flight travels

If the flight gets delayed more often for a certain destination on the same day, in that case all flights must be cancelled.

Flight delay duration should be informed to the passengers.

Flight data should be updated frequently.

Weather predictions of a week are to be found earlier for smoother air routes.

Checking the airport websites for possible delays.

Research alternate flights from the same airlines or partnered airlines.

Understand the reason behind the delay.

Keeping an eye on the weather conditions.

Book a back up flight.

If external or unpredictable factors causes unexpected delays, it should be informed to passengers.

Check-in delays should be avoided.

Kiran



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



Step-3: Idea Prioritization

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

