





BRAINSTORM & IDEA PRIORITIZATION


Template




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

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](#) →


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 can solve the issue given by the customer?

**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](#) →

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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!

YOGESHWARAN SUDHARSAN

User Feedback	Filteration based on services	Providing services on time
Customer Privacy	Solution to Customer	Asking for Rating

RAAVI NATHAN KUMAR

Customer Satisfaction	Deals with problem quickly	Listen Carefully to the queries
Tracking of Services	Filteration Based on details	Allocating Agent

SRI ARAVINDAN V

Deals with problem quickly	Email Notifications	Customer Satisfaction
Providing service details	Customer Queries	Agent details

VISAKAN V P

Notifying customer	Solution for Customer Issues	Security
Checking customer needs	Tracking of Services	Providing service details

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

TIP

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

CUSTOMER

Solution for customer needs	Notifying Customer	Solution to Customer	Deals with problem quickly	Customer Queries	Providing services on Time
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SERVICES

Providing services on time	Filteration based on services	Tracking of Services	Allocating Agent	Providing service details	Agent details	Customer Queries
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INFORMATION

Email Notifications	Listen Carefully to the queries
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SECURITY

Security	Customer Privacy
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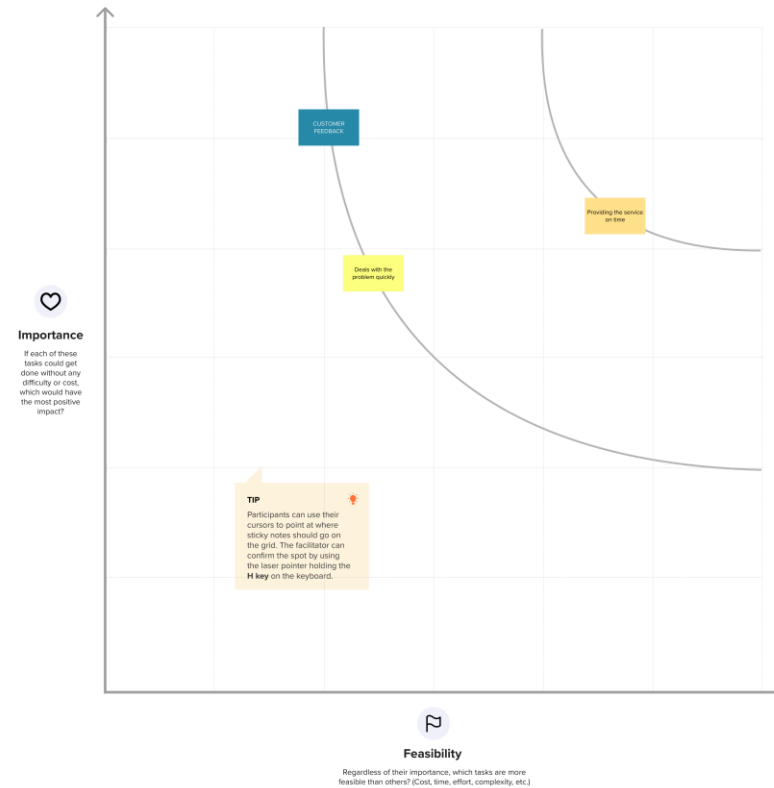
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4

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



➔

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](#)

