

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 Supernowers to run a hanny 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

PROBLEM How can we rectify the issues of transportation and customer services?

To run an smooth and productive session Encourage wild ideas. Defer judgment. Listen to others.

If possible, be visual,

Go for volume.

Brainstorm

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

₼ 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Karthikeyan S

Arun B S

Your

Customer Benefits

Development of Additional Road capacity

promoting public transport

vehicle restraint schemes

Regulating traffic access to a linkor area

visibility

Good delivery strategy

Johith Singarram S S

Putting customers at forefront of bussiness

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 and break it up into smaller sub-groups.







Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as

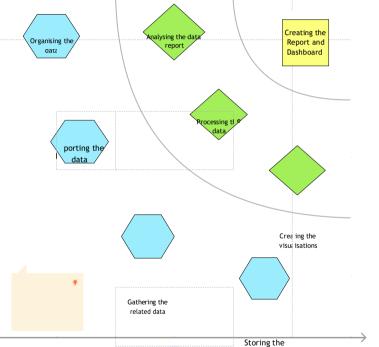
themes within your mural.



Shipping experience Good delivery strategy

uld all be on the same page about what's important d. Place your ideas on this grid to determine which rtant and which are feasible.





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

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





















Participants can use their rardopants 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.





data