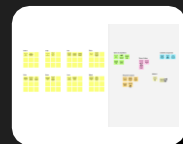# Brainstorm & idea prioritization

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
Who are the users of the application?

PROBLEM
What are the aspects of the application that we are concerned about?

PROBLEM
How do you manage negative outcome?

PROBLEM
What are the expectations from the user side?

---

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!

Asibha A
Freshers, Accuracy of data, Backup, Filtering based on user experience, Assurance to users, Companies, Compatibility, Experienced candidates, Vast and Large job listings

Kanyashini T
Free from spam messages, Security Threats, Identify the cause, User Friendly, Boosting Algorithm, User Satisfaction, Web Users, User feedback, Graduates

Madhumitha P
Reliability, Proper Maintenance, Job seekers, Strong Database, Working Employees, Administration, Social Integration, Quick Recovery, Ease to use

Aishwarya & Arundhathi T
Job skill Match, Inviting Employers, App Security, Search Feature, Graduates, Proper Notifications, Industrialist, Privacy Fixing, Bug
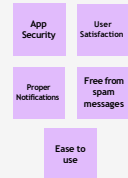
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3 Group ideas

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 and break it up into smaller sub-groups.
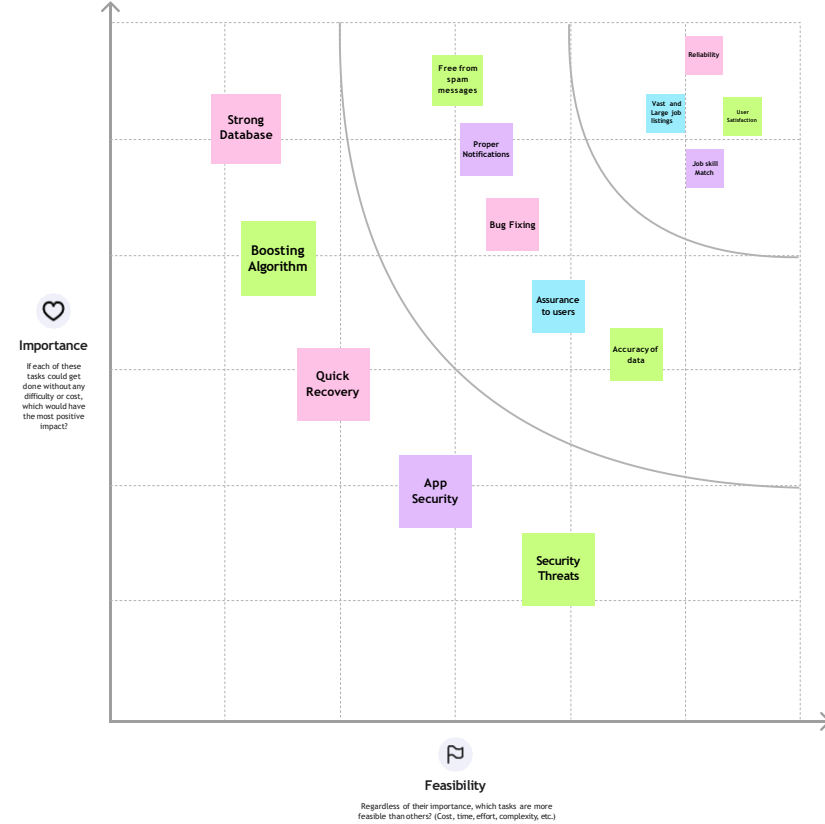
⏱ 20 minutes

TIP
Add customisable tags to sticky notes to make it easier to find, browse, organise, and categorise important ideas as themes within your mural.

Factors to consider...
Security Threats, Search Feature, User Friendly, Accuracy of data, Privacy

User Expectations...
App Security, User Satisfaction, Proper Notifications, Free from spam messages, Ease to use

Problem Management...
Strong Database, Identify the cause, Boosting Algorithm, Backup, Bug Fixing

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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.)

Grid notes: Strong Database, Free from spam messages, Reliability, Boosting Algorithm, Proper Notifications, Vast and Large job listings, User Satisfaction, Bug Fixing, Job skill Match, Quick Recovery, Assurance to users, Accuracy of data, App Security, Security Threats

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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 →

Need some inspiration?
See a finished version of this template to kickstart your work.