



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

PROBLEM

How might we protect crops from being destroyed?



Key rules of brainstorming

To run a 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.

10 minutes

ARUNACHALAM A

Detect insects in plants
Prevent insects from entering the field
Detect entry of animals into the field
Prevent animals from entering the field

PAVITHRA P

Control the level of water in the field
Daily check the water level in the field
Intimate the user if the water level exceeds the limit
Detect the water level in the field

MONISH D

Detect soil quality
Prevent insects from entering the field
Send insects from the field
Detect the water level in the field

VINITHA D
GEETHANJALI C

Detect the water level in the field
Prevent insects from entering the field
Detect the water level in the field
Prevent insects from entering the field

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. 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

Protection from animal

Detect insects in plants
Prevent insects from entering the field

Protection from disease

Check the water level in the field
Daily check the water level in the field
Detect the water level in the field

Protection from excess water

Daily check the water level in the field
Prevent insects from entering the field
Detect the water level in the field

Protection from insect

Detect insects in plants
Prevent insects from entering the field
Send insects from the field

Protection from climate changes

Intimate the user if the water level exceeds the limit
Detect the water level in the field

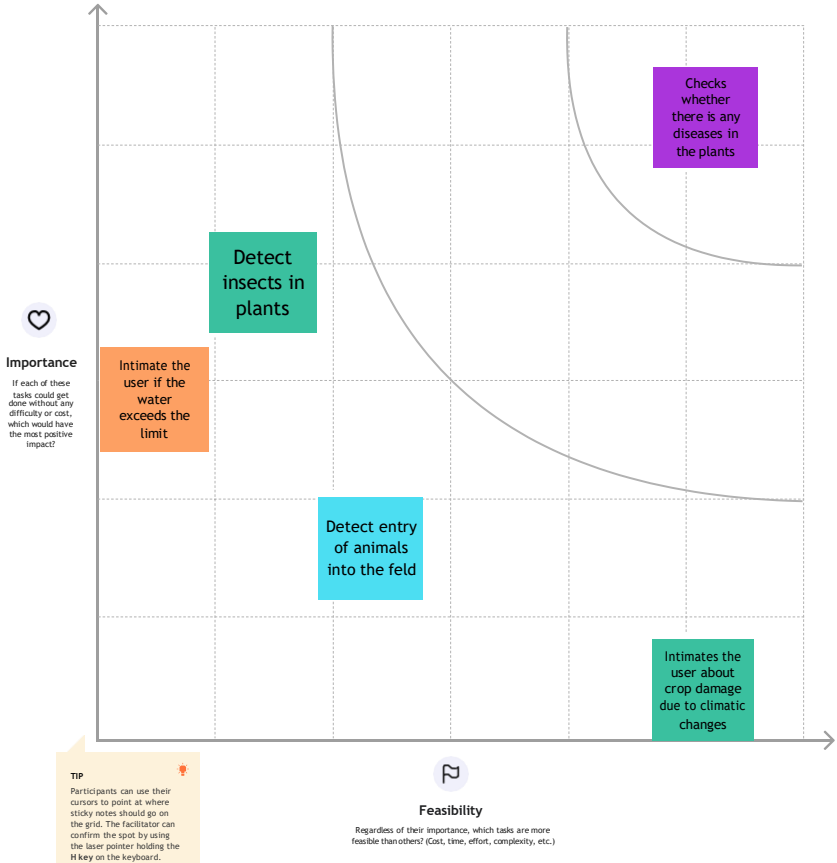
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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



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

Share template feedback



Need some inspiration?

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

Open example

