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
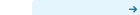
Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

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 →

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

Students were unaware of admission standards of universities and wasting time and money by seeking help of third parties. This project university admit eligibility predictor is web-based application in which students can register with their personal as well as marks details for prediction the admission in colleges. By this the students making decision for choosing a right college, without having to depend on Educational Consultancies.

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.

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!

Yamuna M
- Make direct connections between Students and Universities to avoid Intermediaries
- Connecting with Alumni or Students who are currently enrolled in the college
- Provide references from trustable third party websites for a University
- Admission criteria for Person with Disorders(PwD)

Vishalini B & Yashikasri G
- Prevent applicants from creating multiple user profiles to avoid data duplication and inconsistencies
- Verify genuineness of the applicant to avoid any false applications.
- Apart from eligibility criteria make a comparison between multiple universities in the applicants preference list based on the entire fees for a particular stream/course. This will be help the applicants to save a lot of money in the admission process.
- Collect and store all universities admission criteria to access from one place.

Visaika S
- Government should provide a portal with all university eligibility requirements listed and organised so that students can use them.
- Always look for university information and compare it to better understand how to choose a university.
- Students who applied to a university but were turned down should be informed, and if the university seat is not filled, they should be given the opportunity.
- The top college is determined by many factors than just an institution's rating. It could not be a favourable environment for you, therefore researching the institution would be good.

Muthukumar K
- Proper guidance should be provided to the students according to their marks and other details.
- Colleges where we can explore our skills
- Reputation vs Performance analysis in choosing a stream
- Consistent data collection

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

Genuineness
- Provide references from trustable third party websites for a University
- Verify genuineness of the applicant to avoid any false applications.
- Prevent applicants from creating multiple user profiles to avoid data duplication and inconsistencies
- Always look for university information and compare it to better understand how to choose a university.

Eligibility criteria
- Proper guidance should be provided to the students according to their marks and other details.
- Government should provide a portal with all university eligibility requirements listed and organised so that students can use them.
- Admission criteria for Person with Disorders(PwD)

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

University Affordability and Preferences
- Apart from eligibility criteria make a comparison between multiple universities in the applicants preference list based on the entire fees for a particular stream/course. This will be help the applicants to save a lot of money in the admission process.
- Students who applied to a university but were turned down should be informed, and if the university seat is not filled, they should be given the opportunity.
- Reputation vs Performance analysis in choosing a stream
- Make direct connections between Students and Universities to avoid intermediaries
- Connecting with Alumni or Students who are currently enrolled in the college
- The top college is determined by many factors than just an institution's rating. It could not be a favourable environment for you, therefore researching the institution would be good.

Data Collection
- Consistent data collection
- Collect and store all universities admission criteria to access from one place.
- Colleges where we can explore our skills

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.)

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 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 or 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 this template to kickstart your work.
Open example →