



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



Need some inspiration?

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

Open example



Define your problem statement

A food delivery service company has to deal with perishable raw materials on a daily basis. Abundant raw materials could lead to food wastage in a large quantity whereas depletion in raw materials could lead to customers seeking delivery service from competitor companies. Hence accurately predicting the quantity of raw materials needed for the food orders is essential.

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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!

Calculate
the raw
materials
requiredPlace the
order only
after knowing
the amount
requiredData required
for prediction
can be gathered
from restaurants
or hotelsFood order
data required
per day
should be
gatheredDesign an
algorithm to
predict the
materials
requiredIntegrate the
algorithm in
an ML model
for predictionAn accurate
dataset would
be helpful in
the prediction
processDataset
should not
contain any
null valuesFood quality
should be
checked
before
procurementGood food quality
can ensure well
being of customers
and also lasts
longer than cheap
quality productsIntegrate the
ML model
with web
applicationAutomatic
warnings should
be issued in
prior if there is
food shortageIf there is excess
amount of food,
discounts will
ensure no
wastage of foodMake sure
food
inventory
never goes
emptyTrack the
sales and the
orders made
in a weekly
basisProper prediction
could help the
delivery service
to make a mark
in the food
industry

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

Data required for prediction can be gathered from restaurants or hotels

An accurate dataset would be helpful in the prediction process

Design an algorithm to predict the materials required

TIP

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

Food quality should be checked before procurement

Make sure food inventory never goes empty

If there is excess amount of food, discounts will ensure no wastage of food

Integrate the algorithm in an ML model for prediction

Integrate the ML model with web application

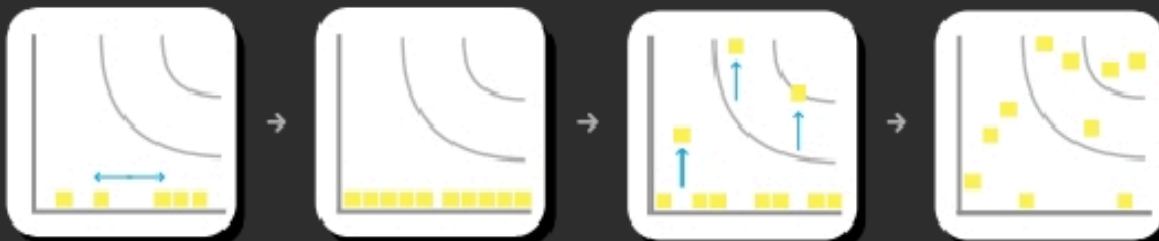
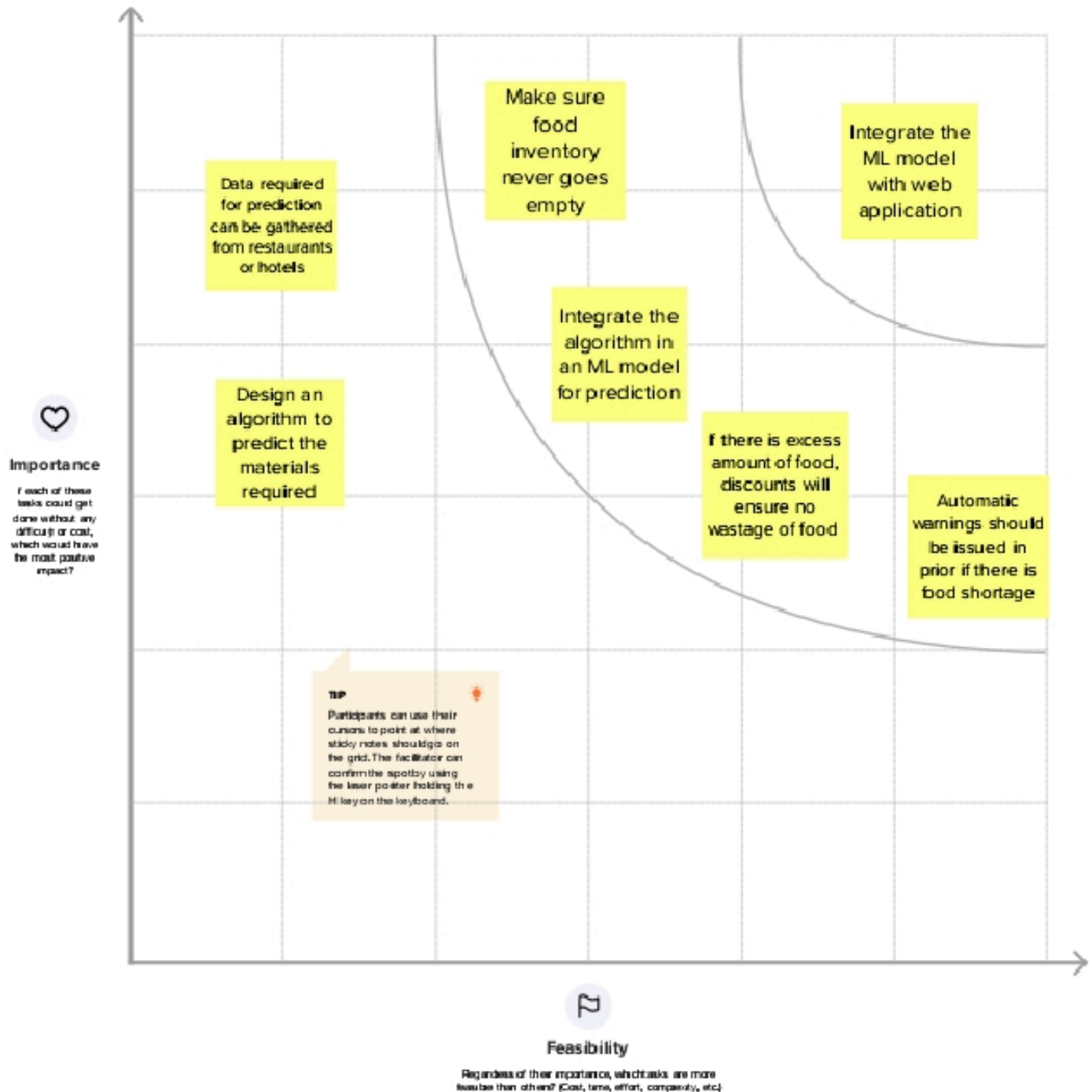
Automatic warnings should be issued in prior if there is food shortage



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](#)