# 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

**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.

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**Before you collaborate**
A little bit of preparation goes a long way in this session. Here's what you need to do to get going.
⏱ 10 minutes

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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**

**How might we allow the user a simple way to track expense and how might we define a remainder system for the user**

**Key rules of brainstorming**
To run an smooth and productive session

Stay in topic.
Defer judgment.
Go for volume.

Encourage wild ideas.
Listen to others.
If possible, be visual.

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**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!

### Sivabalan
- Navigate to the dashboard
- Edit User Profile
- Visualize the expenses
- Add income and expenses
- Add remainder and get notify
- Set budget

### Elson
- Filter the expenses graphically
- Edit income and expenses
- Keep accurate records
- Create a additional steam of income
- Shows cash flow
- Generate Monthly report

### jeevanadham
- Set smart budget to help you not over spend money in a choosen category
- No need for complicated Excel sheets
- Categorize your expenses
- Feedback System
- Get monthly report as pdf or excel sheet
- Overspending / underspending of money

### Praveen kumar
- To remind user to enter the spendings
- Categorize the expenses
- Limitations for budget
- Filter the expenses periodically
- Add multiple stream of income
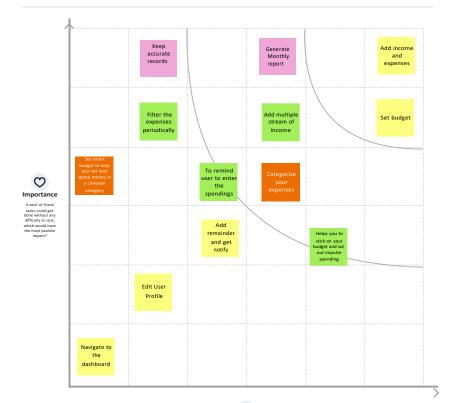- Helps you to stick on your budget and cut out impulse spending

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**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



Track your income and expenses
- Add income and expenses
- Shows cash flow
- Set budget
- Get monthly report

Alert
- To remind user to enter the spendings
- Set reminder and get notified
- Helps you to stick on your budget and cut out impulse spending

Access
- Filter the expense periodically
- Edit user profile
- Visualize the expenses

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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.)



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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.
⏱ 10 minutes

### 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 →

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