



## Brainstorm & idea prioritization

This template is used in brainstorming sessions so team can unleash imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 3-8 people recommended

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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  
Before collaboration get together in the same room, send an invite. Share context information for a general check.

Set the goals  
Think about the problem you're focusing on, setting it for the brainstorming session.

Learn how to use the tool  
Give the Facilitator Superpowers to run a happy and productive session.

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PROJECT:  
CAR RESALE  
VALUE  
PREDICTION

1

Define your problem statement  
to make a predictive system which paid as the resale value of car.

5 minutes

PROBLEM  
How might we predict the resale value and other details for the buyers to buy an used car?

Key rules of brainstorming  
To run a successful and productive session

- No pen paper
- Encourage wild ideas
- Defer judgement
- Go for quantity
- One idea per person
- Build on the ideas of others
- Stay focused, on the topic

2

Brainstorm

ideas that come to mind that address your problem statement.

10 minutes



3

Group ideas

Take turns sharing your ideas with the clustering time or or words of notes as you go in the last 10 minutes, give each cluster a sentence-like title. If a cluster is bigger than six sticky notes, try and see if you can break it up into an even subgroup.

20 minutes

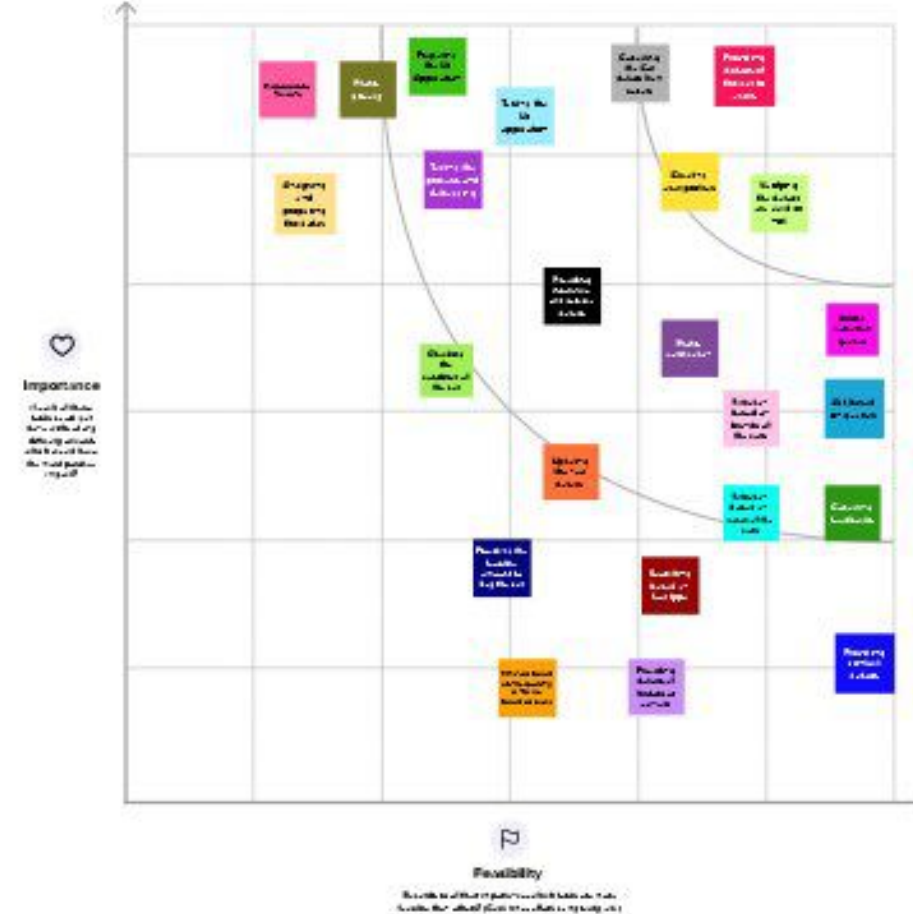


4

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



After you collaborate

You can export the results as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Show the results  
Share a view link to the main results dashboard to keep them in the loop about the outcomes of the session.
- Export the results  
Export a copy of the results as a PNG or PDF for quick to share, create a record, or use in a presentation.

Keep moving forward

- Strategy blueprint  
Define the components of a new idea or strategy.  
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- Customer experience journey map  
Understand customer needs, motivations, and obstacles for an experience.  
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- Strengths, weaknesses, opportunities & threats  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
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Need some inspiration?  
This is a template for a brainstorming session. You can use it to generate ideas for your project.

Open session

