



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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Before you collaborate

A little bit of preparation goes along 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 Superpower to run a happy and productive session.

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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 [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 icon to start drawing!

MAHALAKSHMI S

Apps can be invented for checking the environmental gas level which is monitored by the device. People can choose the option of the current location to show the measured value of the nearby device kept around the people.

Keeping Voice assistant read the environmental monitored

Providing alert message to fire service if any gaseous detect

Providing a display, alerting sound and data logging of gas leakage which gives opportunity to leave the place

ABARNA K

Designing the prototype using MQ2 series and displaying the monitor value, providing alert call to the government for protection purpose.

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

TIP
Add custom labels to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes with your mural.

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 mural as a PNG 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 this 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.

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Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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