



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 →

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.

15 minutes

PROBLEM

Students often do not study at home. How might we encourage students to study at home?



Key rules of brainstorming

For an smooth and productive session

- Stay on 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 the pen icon (which is shown) to start drawing.

Rajawati, R

Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?

Gayatri, P

Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?

Wahid, M

Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?

Pooja, M

Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?
Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?	Students often do not study at home. How might we encourage students to study at home?



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

Turn a repetitive feature into a unique benefit	Design a product that offers high scalability	Predict customer needs
Remove a pain point from our value chain	Use machine learning to make our data processing speed	Accelerate the data processing speed
Engage and empower our customers	Use machine learning to predict customer needs	Reduce the number of errors in our data processing

Tip

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



