

# 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

# 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
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

Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.

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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



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Brainstorm

Write down any ideas that come to mind that address your problem statement.

Navigate to the

Add income and

expenses

Ranjith

and get

notify

Edit User Profile remainder

Filter the Edit income and additional steam of income Shows cash flow

accurate

Monthly report

## Vasanth

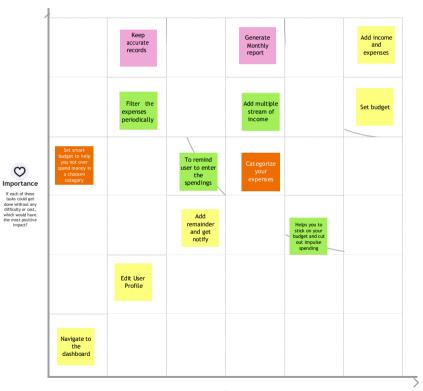
### Vidyadhar

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 and break it up into smaller sub-groups.

→ 20 minutes

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





Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



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

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

Share template feedback