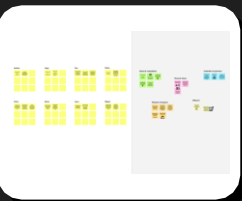


# Brainstorm & idea prioritization

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



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example



## 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 the brainstorming session.



### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article



## Smart Fashion Recommender Application

Solving the users problems in online shopping

5 minutes

PROBLEM

How might we [your problem statement]?



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.



## 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!

MUHAMMED SHIBIL C V

TRENDING DESIGN CLOTHES

SAVE TIME

EASY ACCESSIBLE

FAST DELIVERY

MOHAMED AKIL H

SHOP WITH ASSISTANT

CASH ON DELIVERY

DISCOUNT AND OFFERS

LATEST FASHIONS

JAVID BASHA J

ALL SIZES OF CLOTHES

24/7 SHOPPING

HOME DELIVERY

EASY PRICE COMPARISONS

YASAR ARAFARTH S

NO NEED TO TRAVEL

FREE SHIPPING

EASY COMPARABLE

REVIEWS OF PRODUCTS



## 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?

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



### Feasibility

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