

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

- 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.

Cauvery S
Elakkiya G
Anitha K
Jennifer P

Open article

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

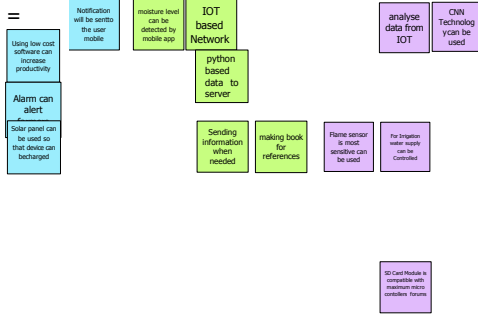
An Advanced Smart crop protection
system helps the farmers from
preventing crops from damage by
animals .The setup should be easy to
handle in user friendly android based
mobile device.

Brainstorm

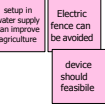
Write down any ideas that come to mind
that address your problem statement.

10 minutes

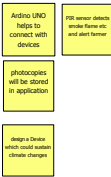
Elakkiya



Anitha



Jennifer

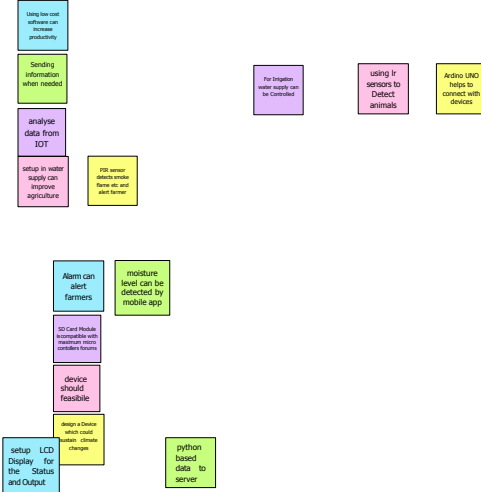


TIP
You can select a sticky note
and hit the pencil [switch to
sketch] icon to start drawing!

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all
sticky notes have been grouped, 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

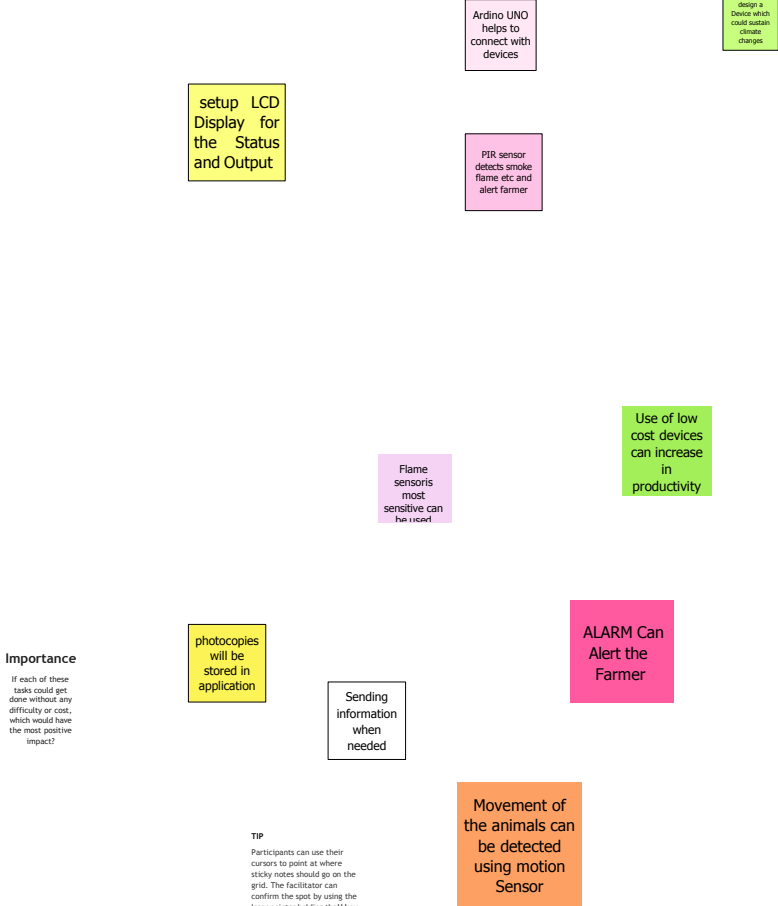


TIP
Add customizable tags to sticky
notes to make it easier to find,
browse, organize, and
categorize important ideas as
themes within your mural.

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 their key
on the keyboard.

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

- A Share the mural
Share a view link to the mural with stakeholders to keepthem
in the loop about the outcomes of the session.
- B 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 orstrategy.
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.
Open the template

Share template feedback

