# **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
- **I 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.

① 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.

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### Define your problem statement

Some people find it difficult to learn new apps in this ever-expanding digital environment, and people nowadays tend to forget things more easily, such as taking their prescriptions. People need a way to rembers to take their prescriptions without having to learn how to use sophisticated programs

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

### **PROBLEM**

How might we allow the user a simple way to track medicine and how might we define a remainder system for the user

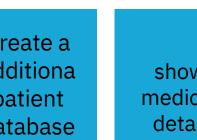


### **SRIVISHAL.V**

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

## **SABARI.S**

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**Brainstorm** 

🛈 10 minutes

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# **VIGNESHWARAN.P**

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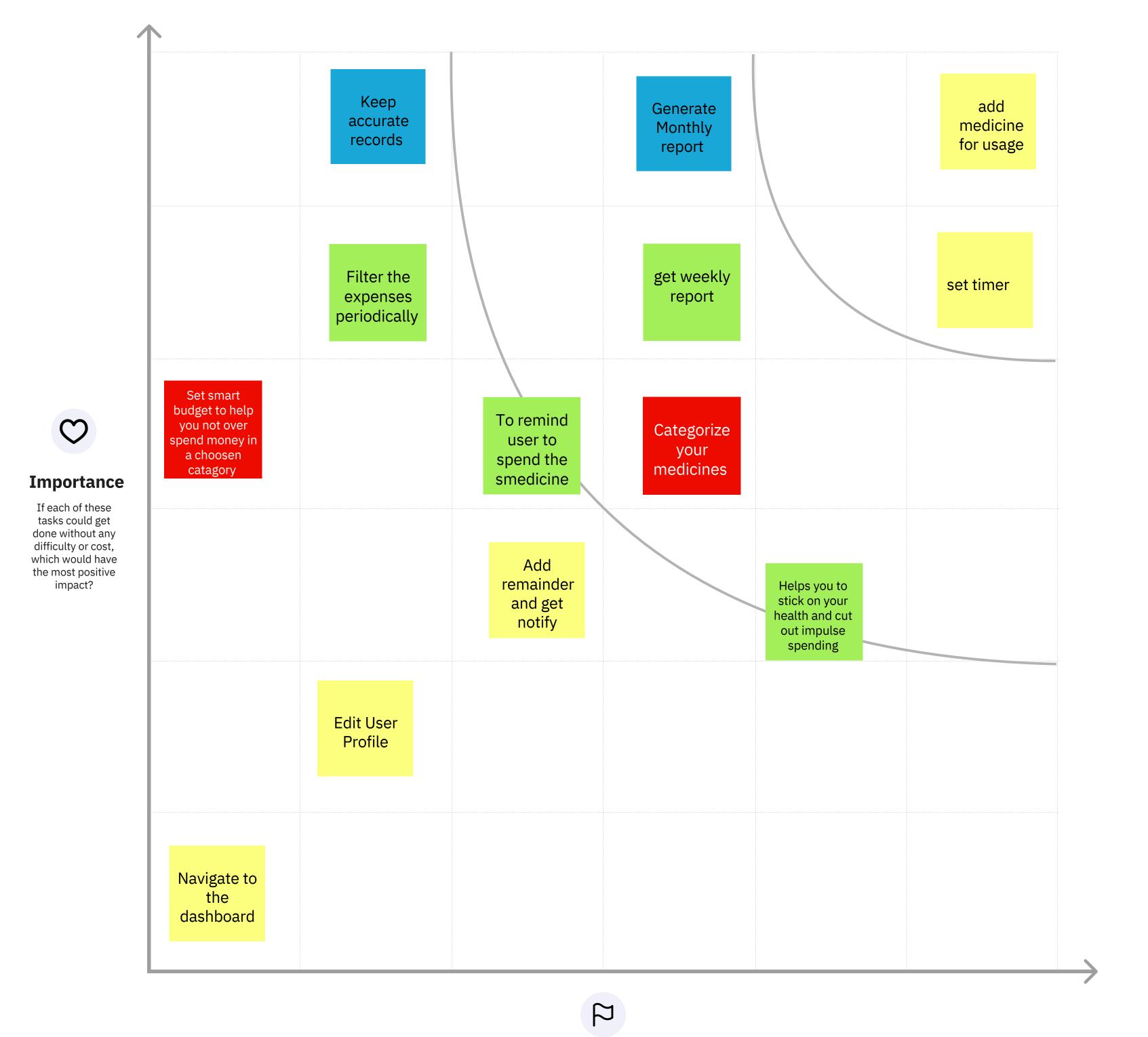
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller subgroups.

① 20 minutes

### **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.

**O** 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.

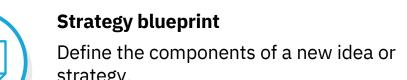
### **Quick add-ons**

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

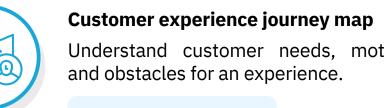
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### **Keep moving forward**

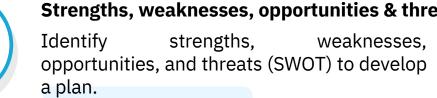


# strategy.

Open the template →



Understand customer needs, motivations and obstacles for an experience. Open the template →



Share template feedback

