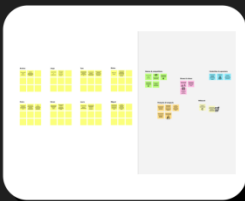# Brainstorm & idea prioritization

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 →

1

Problem statement

fake news receiving time is too late notifcation sending through SMS NEWS can read through their Mother Tongue

🕐 **5 minutes**

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.

1

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Go for volume.   👁 If possible, be visual.

2

Brainstorm

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

🕐 **10 minutes**

Person 1

Notifcation of Important NEWS through SMS	Later reading option with full clarity	Recording option	Speed reading option
NEWS can read through their Mother Tongue	Enable of Audio option	Enable of Audio option	Notifcation of Rules and Scheme

Person 2

Finding of genuine NEWS	Interactive	Overcome copyright Issues
App size small	Usage of Data storage Low	Multiple usage

Person 3

Visible font	Negalate irrelevant News	Reduce spammed notification
Download option	Deliverance of News at right time	personal preference

Person 4

NEWS Privilege	Catching NEWS rather than credible once	Topic specification
Deliverance of NEWS at right time	Locational reading	Preferable topic specification

3

Group ideas

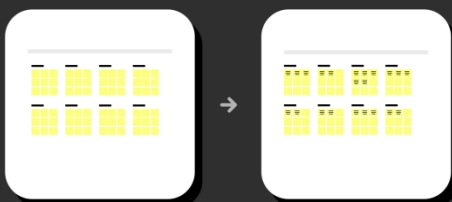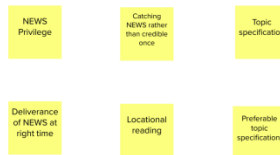Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕐 **20 minutes**

Usage of Data storage Low	Finding of genuine NEWS	Overcome copyright Issues	Notifcation of Important NEWS through SMS	Notifcation of Rules and Scheme	NEWS can read through their Mother Tongue

Dark mode option

Enable of Audio option

personal preference	Download option	News privilege	Topic specifcation	Locational Reading
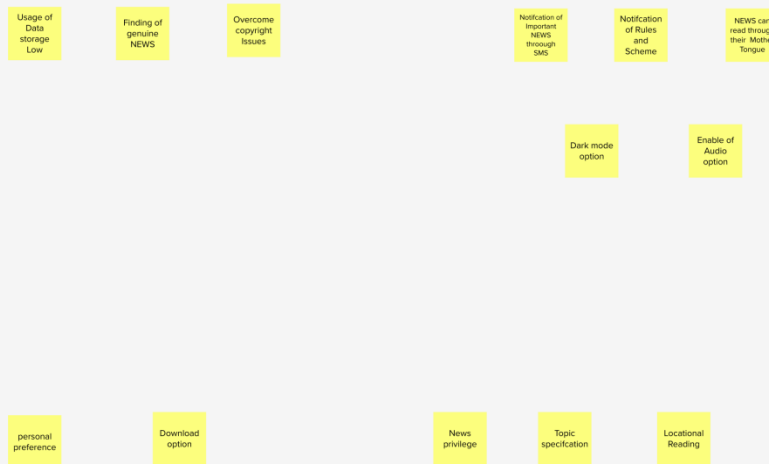
4

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.
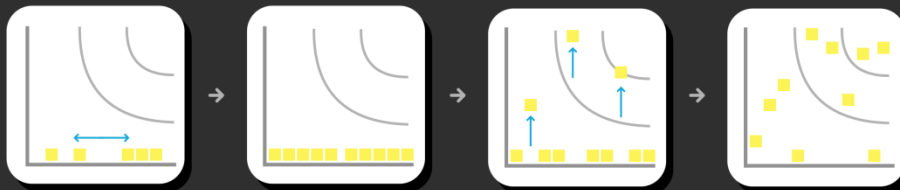
🕐 **20 minutes**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Finding of genuine NEWS

Notification of Important NEWS through SMS

personal preference

Notifcation of Rules and Scheme

Locational Reading

NEWS can read through their Mother Tongue

Enable of Audio option

Overcome copyright Issues

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.)

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 keep them 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 or strategy.

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

Mural Link :

https://app.mural.co/invitation/mural/pnt2022tmid501175899/1666101091999?sender=uf7f9eea7c1d844daab415636&key=2c7030b0-d63c-4e9a-9501-96116a41daa7