

## & idea prioritization

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

10 minutes Brainstorm Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. Use this template in your own Set the goal Think about the problem you'll be focusing on solving in the brainstorming session.

Before you collaborate

to do to get going.

A little bit of preparation goes a long way

with this session. Here's what you need

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.

During COVID 19, the requirement for plasma increased as there were no vaccinations found to treat the infected patients. In such situation it was very difficult to find the plasma whether the donor was infected previously and was recovered, and which donor is eligible to donate plasma was a challenging task.



Brainstorm

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

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



Take turns sharing your ideas while clustering similar or related notes as you go. Once all

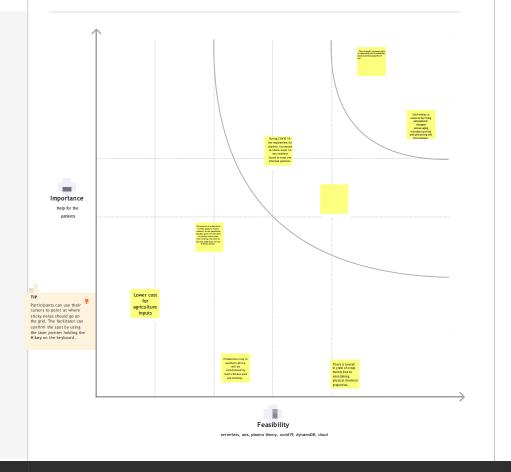
sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is

bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.



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

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

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After you collaborate

might find it helpful.

Quick add-ons

A Share the mural

Keep moving forward

Strategy blueprint

strategy. Open the template

You can export the mural as an image or pdf

to share with members of your company who

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.

Define the components of a new idea or

Customer experience journey map Understand customer needs, motivations, and

Strengths, weaknesses, opportunities & threats Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

obstacles for an experience.

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