

Brainstorm & idea prioritization

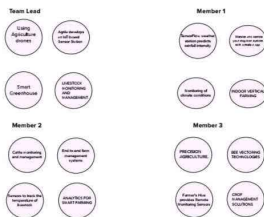
- 15 minutes to prepare
- 1 hour to collaborate
- 2-4 people recommended

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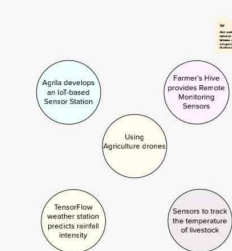
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.



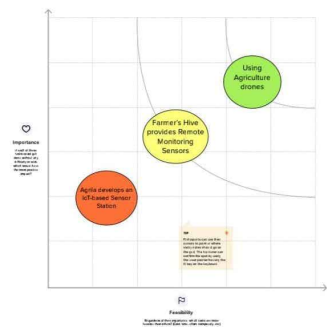
Write down any ideas that come to mind that address your problem statement.



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



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.



You can export the results as an image or pdf to share with members of your company who might find it helpful.

