Brainstorm
& idea prioritization

Use this template in your own brainstorming sessions so your team can unleash your 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.
Speck 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

> To avoid passenger's from getting fined for not bringing the proof of documents while travelling on train. We as a team propose a solution that will generate a QR code holding passenger's personal details including proof of documents, so it can be shown to ticket collector which he used to scan to cross-check the personal details

Key rules for brainstorming
To run a smooth and productive session

Stay in topic.   Encourage wild ideas.
Defer judgment.   Listen to others.
Go for volume.   If possible, be visual.

Brainstorm

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

10 minutes

SYED ALI NOVFAL

- Develop a web application to book a train ticket & to track status of train
- Integrate DigiLocker to make people to have softcopy of ID proof
- Upload the required documents to cloud

ARUN KUMAR

- Use cloud technology to provide better personalized experience
- Provide good UI to increase user experience and make people book ticket easily.
- Generate QR code for every reservation to hold the personal details with address proof

MOHAMED JAVITH NAZEEM

- Acquire passenger's feedback to solve their problem in travelling
- Give people a feature through web application using IOT to track the status of train by 24x7

MOHAMED KALIFATHULLAH

- Merging Biometric informations in tickets and using biometric devices to retrieve ticket
- Notify about the platform number through SMS
- Intimating the passenger about the journey through SMS

MOHAMED KALIFATHULLAH

- Ask for their confimation to travel on the particular day through web App or email two or three days before the travel day
- Allocate separate compartments for women with infants to travel
- Notify passenger's about the status of train in regards of any situation

Group ideas

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 can break it up into smaller sub-groups.

20 minutes

Using Internet of Things

- Merging Biometric informations in tickets and using biometric devices to retrieve ticket
- Give people a feature through web application using IOT to track the status of train by 24x7

Using Cloud Technology

- Use cloud technology to provide better personalized experience
- Upload the required documents to cloud
- Generate QR code for every reservation to hold the personal details with address proof
- Intimating the passenger about the journey through SMS

Using Web Application

- Develop a web application to book ticket & to track status of train
- Provide good UI to increase user experience in ticket reservation system
- Notify passenger's about the status of train in regards of any situation
- Ask for their confimation to travel on the particular day through web App or email two or three days before the travel day
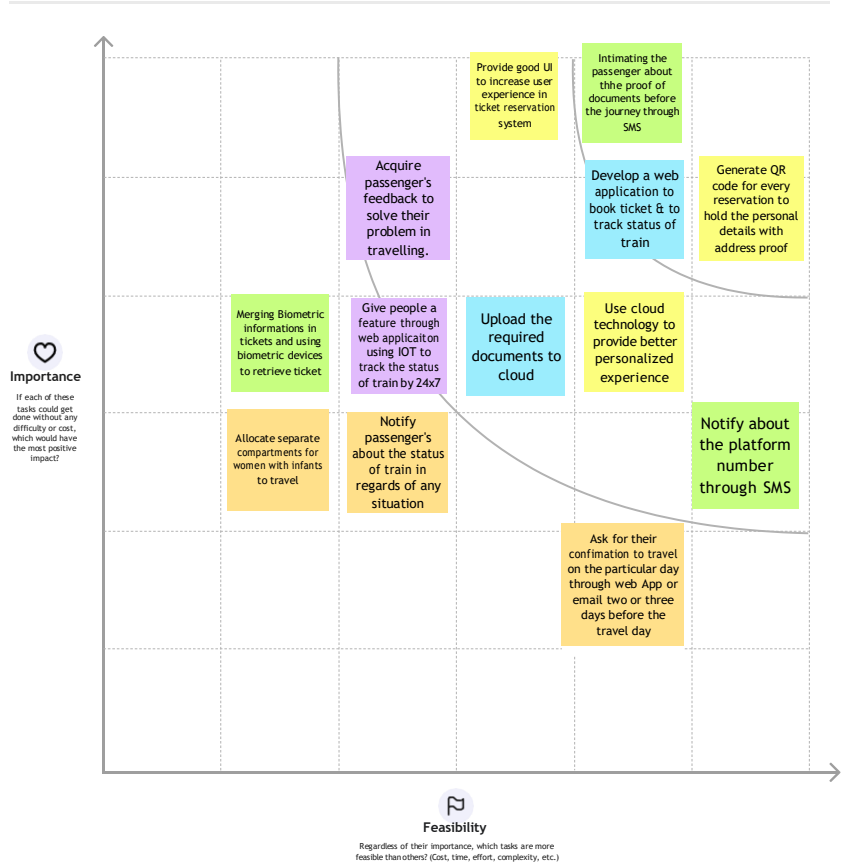- Notify about the platform number through SMS
- Give people a feature through web application using IOT to track the status of train by 24x7
- Acquire passenger's feedback to solve their problem in travelling.
- Allocate separate compartments for women with infants to travel

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?

Grid notes:
- Acquire passenger's feedback to solve their problem in travelling.
- Provide good UI to increase user experience in ticket reservation system
- Intimating the passenger about the proof of documents before the journey through SMS
- Develop a web application to book ticket & to track status of train
- Generate QR code for every reservation to hold the personal details with address proof
- Merging Biometric informations in tickets and using biometric devices to retrieve ticket
- Give people a feature through web application using IOT to track the status of train 24x7
- Upload the required documents to cloud
- Use cloud technology to provide better personalized experience
- Allocate separate compartments for women with infants to travel
- Notify passenger's about the status of train in regards of any situation
- Notify about the platform number through SMS
- Ask for their confimation to travel on the particular day through web App or email two or three days before the travel day

⚑ 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

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example