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

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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

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.

Open 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

PROBLEM
Customizable ticket booking

Key rules of brainstorming
To run a smooth and productive session

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

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② Brainstorm

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

🕙 10 minutes

TIP 📌
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

SUN   POOV

monka   vaishalini   Person 8

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③ 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

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

- you are becoming environment friendly and contributing for greener planet by ignoring printout
- Monitoring object or personal movement by GPS
- 24*7 booking facility for unreserved train journey tickets
- optimizes time by reducing waiting time
- it allows users to check show timings,book tickets,read reviews and more
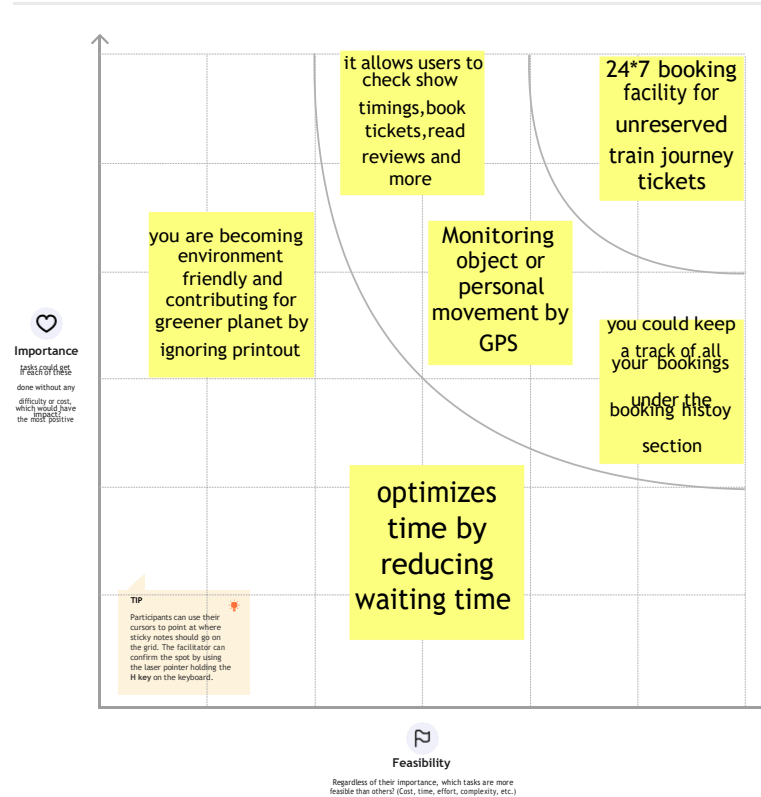- you could keep a track of all your bookings under the booking histoy section

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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**

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.

- it allows users to check show timings,book tickets,read reviews and more
- 24*7 booking facility for unreserved train journey tickets
- you are becoming environment friendly and contributing for greener planet by ignoring printout
- Monitoring object or personal movement by GPS
- you could keep a track of all your bookings under the booking histoy section
- optimizes time by reducing waiting time

🚩 **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

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 to 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