



# 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

### 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.

Open article →

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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.

5 minutes

### PROBLEM

To avoid inconsistency irrelevant and irregular pattern of news feed over the websites and provide a one-stop solution

Over half the population of the world regardless of their identity are the users who consume news on social media.

The major issue is whether or not to trust the news fed by the various websites and topics which are irrelevant to the user.

The issue arises when the user has no knowledge to identify whether the websites visited are certified or not.

This issue must be solved so as to avoid fake news and to feed the user with relevant news instantly.



### Key rules of brainstorming

To run an smooth and productive session

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

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## Brainstorm

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

10 minutes

### SUNDAR S

- Short and snappy headlines
- Notification alert
- Providing night mode feature
- Save option for reading later
- Search option
- Save as user preference news

### KIRUTHICK ROSHAN

- Filter using location
- Filter option to find the user's preferences
- Categorizing the News
- Don't let user click to the original link
- Search option
- Save as user preference news

### LUMIN TITUS S

- Short and snappy headlines
- Search option
- Filter using time
- A card with which headline and featured news
- Book mark option

### SURENDRAN J

- Tracking algorithm
- Popular websites are tracked
- News on user preferences
- short and single line heading
- save option for reading later
- search option

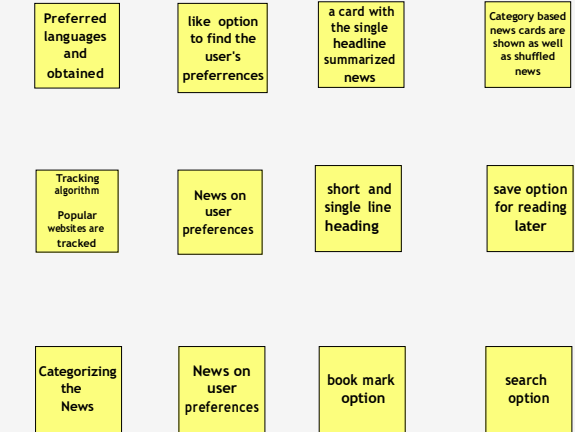
Tip You can select sticky notes with the pencil[switch to sketch pencil]

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

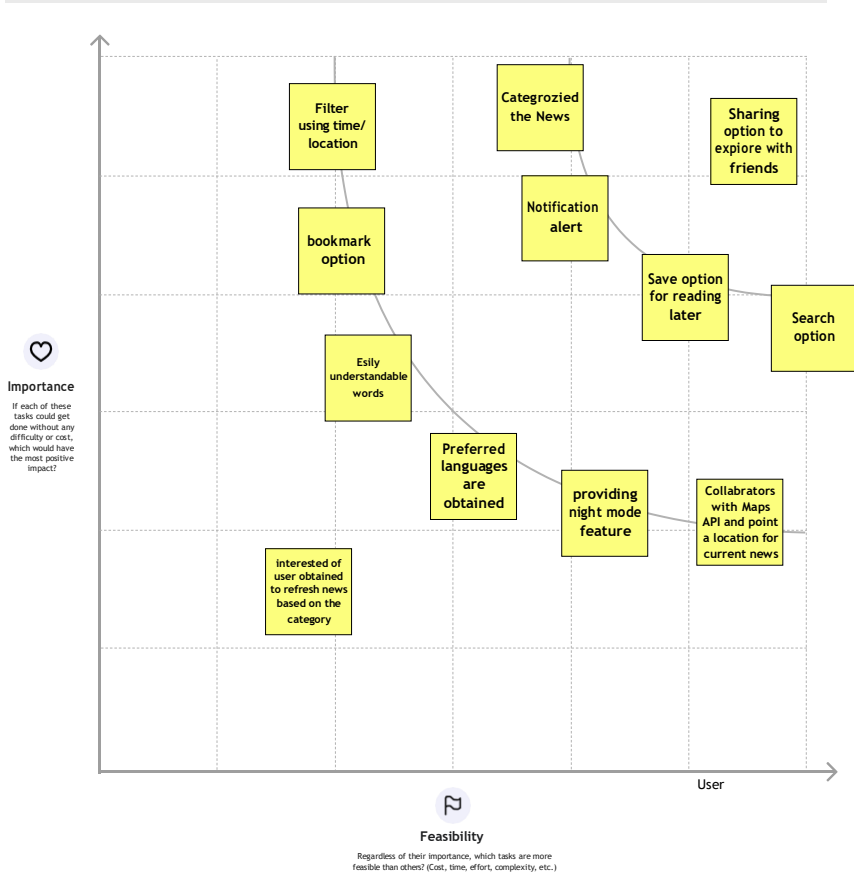


4

## 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



## 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 in your drive.

### Keep moving forward

Strategy blueprint  
Define the components of a new idea or strategy.

Open the template →

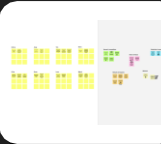
Customer experience journey map  
Understand customer needs, motivations, and obstacles for an experience.

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 →

