

# 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.

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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  
How to allow the users a simple way to track all their expenses and how we define a remainder system for the same

### Key rules of brainstorming

To run an 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

### THAMO

Navigate to the dashboard	Edit User Profile	Visualize the expenses
Add income and expenses	Add remainder and get notify	Set budget

### NAVEEN

Set smart budget to help you not over spend money in a choosen category	No need for complicated Excel sheets	Categorize your expenses
Feedback System	Get monthly report as pdf or excel sheet	Over spending / underspending of money

### NANDHA

Filter the expenses graphically	Edit income and expenses	Keep accurate records
Create a additional stream of income	Shows cash flow	Generate Monthly report

### SABARI

To remind user to enter the spendings	Categorize the expenses	Limitations for budget
Filter the expenses periodically	Add multiple stream of income	Helps you to stick to your budget and cut out impulsive spending

## Group ideas

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.

20 minutes

## 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?

### 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.

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### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

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### Strengths, weaknesses, opportunities & threats

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

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