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
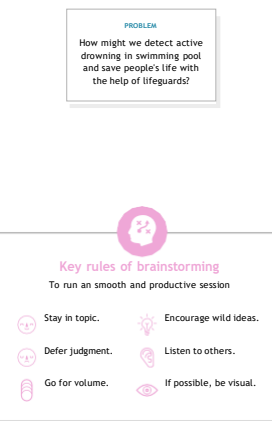- 2-8 people recommended

Share template feedback

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
How might we detect active drowning in swimming pool and save people's life with the help of lifeguards?

Key rules of brainstorming
To run an 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!

Sujareddy
- On hearing the alarm, lifeguard should rescue the person without delay
- Camera should be in good condition so that it captures active drowning without fail
- Issues arising in cameras and alarms should be resolved quickly
- People with health issues should be prioritized while saving
- Cameras and alarms should be maintained in proper condition
- Well trained lifeguards should be appointed for effective guarding

Praveena
- precise mechanism for detecting swimmers should be present
- lower maintenance of the installed camera is adequate
- alarm should notify the lifeguard as soon as the drowning person is detected
- setting up of alarm to notify the lifeguard about drowning
- If time passes and still the person is not saved, then another lifeguard should be alerted
- alarms should be checked for its loudness and duration of play

Roshini
- updation of software with any forms should be possible
- notification of the drowning incident to the lifeguard through alarm
- prioritize people with health issues while saving
- accurate detection of the swimmer should be present
- Installation of camera to monitor the person in the pool
- constant monitoring to prevent drowning

Mounika
- the installation of camera should be economical
- Alerting the family through the details given by the person who is drowning
- camera should capture the drowning of a person with no time delay
- Proper solutions to resolve the issues arising in camera should be present
- software should be maintained in a better way

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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 break it up into smaller sub-groups.

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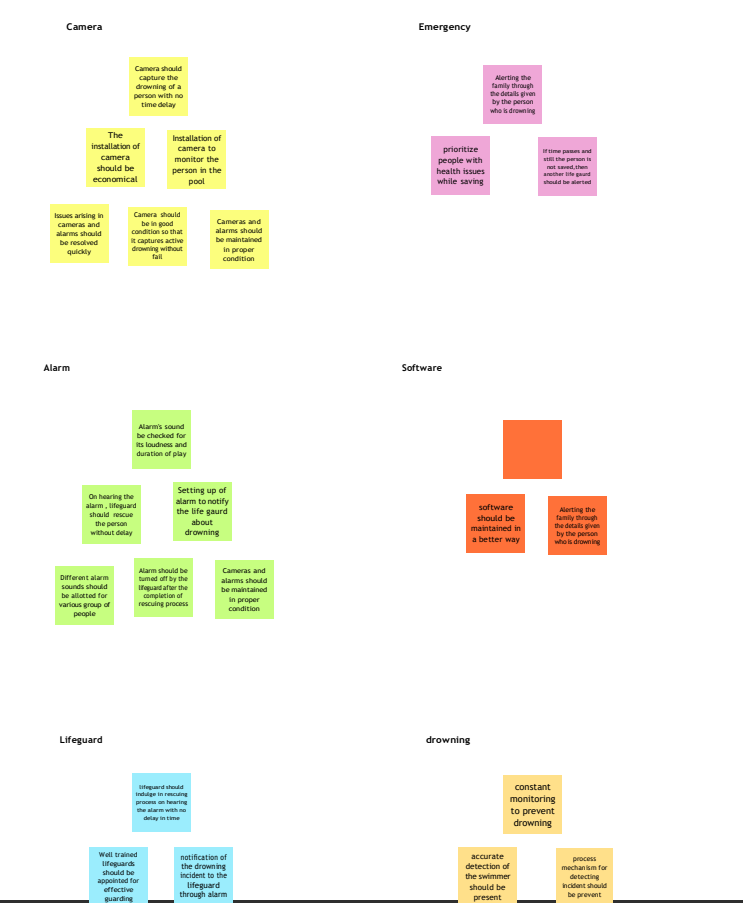
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Camera
- Camera should capture the drowning of a person with no time delay
- The installation of camera should be economical
- Issues arising in cameras and alarms should be resolved quickly
- Camera should be in good condition so that it captures active drowning without fail
- Cameras and alarms should be maintained in proper condition

Emergency
- Alerting the family through the details given by the person who is drowning
- prioritize people with health issues while saving
- If time passes and still the person is not saved, then another lifeguard should be alerted

Alarm
- alarms should be checked for its loudness and duration of play
- On hearing the alarm, lifeguard should rescue the person without delay
- Setting up of alarm to notify the life guard about drowning
- Different alarm sounds should be alloted for various group of people
- camera should be turned off by the lifeguard after the completion of rescuing process

Software
- software should be maintained in a better way
- Alerting the family through the details given by the person who is drowning

Lifeguard
- Lifeguard should indulge in rescuing process on hearing the alarm with no delay in time
- Well trained lifeguards should be appointed for effective guarding
- notification of the drowning incident to the lifeguard through alarm

drowning
- constant monitoring to prevent drowning
- accurate detection of the swimmer should be present
- process mechanism for detecting incident should be present

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① 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...

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.

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 to 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