

BRAINSTORM & IDEA PRIORITIZATION

Brainstorm & Idea Prioritization

Template

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

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

Can't able to find the outfit which suits me well, because more than 100+ outfits are present in a website.

Key rules of 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.

Step-2: Brainstorm, Idea Listing and Grouping

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!

THRISHA R J

| | | |
|-------------|---------------|----------------|
| Daily Deals | Attractive UI | Secure payment |
| Track Order | No damage | User friendly |

SWETHA.K

| | | |
|------------|-----------|---------------|
| Responsive | Feedback | Fast response |
| Ratings | discounts | Saves Time |

VIDHYA.V

| | | |
|---------------------------|-------------------|---------------------------|
| platform should be secure | Data collection | Unique design |
| Best design in market | Login credentials | More resources not needed |

SANJHANA DINESH

| | | |
|---------------|---------------|--------------|
| 24/7 Shopping | Fast response | Reviews |
| Notifications | Best price | Satisfaction |

SUSHMITHA.S

| | | |
|---------------|-------------|---------------|
| Refund option | Buy 1 Get 2 | More products |
| Combo | Material | Size |

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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 can break it up into smaller sub-groups.

🕒 20 minutes

USER INTERFACE

| | | |
|---------------------|------------------|-----------------------------|
| Variety of Products | Easy to use | Adding Products to the cart |
| Reviews on Products | Deals and Offers | Product Information |
| | Product Ratings | |

FEATURES

| | | |
|---------------------------|-----------------|----------------------|
| Effective Recommendations | Online Tracking | 24x7 Shopping |
| Customer Feedback | Comparisons | Database of Products |

CHATBOT

| | | |
|-----------------------------|--------------------------|---------------------------------|
| Availability of the product | Notification via Chatbot | Access products through chatbot |
|-----------------------------|--------------------------|---------------------------------|

SENDGRID

| | |
|------------------------------------|---------------------------------|
| Delivery Notification via Sendgrid | Order Confirmation via Sendgrid |
|------------------------------------|---------------------------------|

ADVANTAGES

| | | | | | |
|---------------|-------------|-------------------|-----------------------|------------|-------------------------|
| Best Products | Best Prices | No Need to Travel | Keep in Current Trend | Saves Time | No Pressurized shopping |
|---------------|-------------|-------------------|-----------------------|------------|-------------------------|

Step-3: Idea Prioritization

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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

