

# 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.

- ① 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** By using this application, the user can access the news they are interested and get a quick update of the day.This application helps the user to get all the information about



## Key rules of brainstorming

## Brainstorm

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

Person 2

① 10 minutes

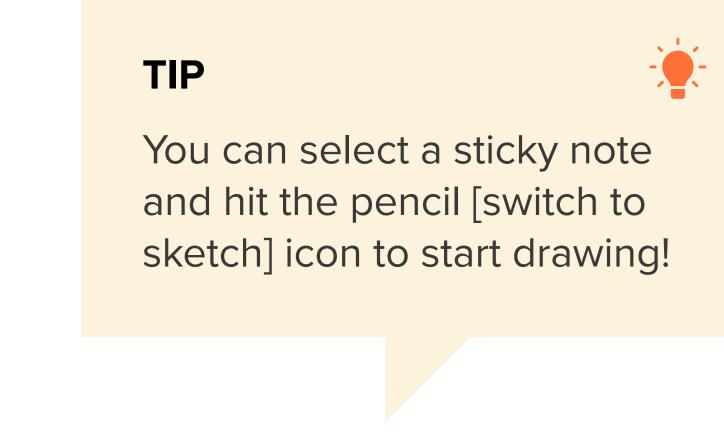


Person 1

commodities, sports, technology,etc..



# To run an smooth and productive session



Person 3

- Person 4

Group ideas

① 20 minutes

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.

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