



Brainstorm & ideaprioritization

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

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 →

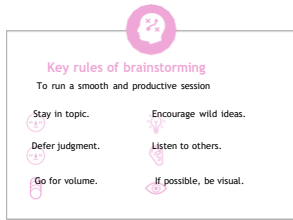


Define your problem statement

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 solve the issue of passengers waiting indefinitely for arrival of trains, eliminate physical tickets and improve user's journey



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!

SURUTHI

Send Platform information through text message

Book my show style ticket booking

Crash detection and sending SOS messages to first responders

Regulate coach temperature in AC coaches using temperature sensors

SHEKAR

Upload the ID cards needed for verification to cloud

Share live location of trains

Predict chances of confirmation of tickets in waiting list

Monitor track condition through sensors

SURYAKUMAR

Berth suggestion based on passenger details

Pre book food for train journey

Contact information of doctors at next station in case of emergency

Push notification for trains reminder

SHALINI

Easy access for train drivers to seek medical help

Get passenger feedback regarding issues in journey

Reminders for train maintenance

Push notification for train delays and alternate



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 and break it up into smaller sub-groups.

20 minutes

Internet of Things

Regulate coach temperature in AC coaches using temperature sensors

Monitor track condition through sensors

Machine Learning

Predict chances of confirmation of tickets in waiting list

Berth suggestion based on passenger details

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

Web interface

Easy access for train drivers to seek medical help

Get passenger feedback regarding issues in journey

Push notification for train reminders

Cloud

Upload the ID cards needed for verification to cloud

Share live location of trains

Send platform information through text messages

Crash detection and sending SOS messages to first responders

Contact information of doctors at next station in case of emergency

Book my show style ticket booking

Push notification for train delays and alternate

Reminders for train maintenance

Pre book food for train journey



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.

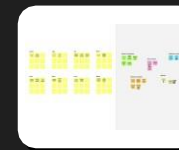
Quick add-ons

- 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.
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?
Here's a finished version of this template to kickstart your work.
Open example →

