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

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 →

1

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
LEAH IS A IT WORKER , WHO NEEDS TO KNOW MONTHLY EXPENSES IMMEDIATELY,BECAUSE SHE SHOULD TO SPEND LESS MONEY HOT TO SPEND MORE MONEY.

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.

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!

Abisek
PATTERN LOCK	TESTER	FEEDBACK
INCOME CATEGORY	CRYPTO CURRENCY	
ADD A CRYPTO WALLET	WEEKLY	SIGNIN

Harish
FACE RECOGNITION	HOME MAKER	PERSONAL EXPENSES
HELP	TRANSITION	CREATE NEW CATEGORY
CREATE A NEW WALLET	MONTHLY	LOGIN

Vanaraj
FINGER LOCK	APP DEVELOPER	GROUP EXPENSES
LIC	DEBIT	DIGITAL PAYMENT
E-WALLET	YEARLY	WALLET

Vikash
PIN	BUSINESS MAN	EXPENSES CATEGORY
NOTIFICATION AND ALERT	SAVINGS	CREDIT
ADD A BANK ACCOUNT	DAILY	HIGH SECURITY PASSWORD

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 can break it up into smaller sub-groups.

⏱ 20 minutes

LOGIN- USER AUTHENTICATION
| PATTERN LOCK | PIN | HIGH SECURITY |
| | FACE RECOGNITION | SIGN IN LOGIN |

SECTORS
HOME MAKER	APP DEVELOPER	
	BUSINESS MAN	
TESTER	MANAGER	

SERVICES
	DIGITAL PAYMENT	
NOTIFICATION AND ALERT	FEEDBACK AND COMMAND	
HELP	WALLET	

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

LIMIT
| DAILY | WEEKLY |
| MONTHLY | YEARLY |

WALLETS
| E-WALLET | ADD A BANK ACCOUNT |
| ADD A CRYPTO WALLET | CREATE NEW WALLET |

CATEGORIES
| EXPENSES CATEGORIES | INCOME CATEGORY |
| CREATE NEW CATEGORY | |

TRANSACTIONS
| DEBIT | CREDIT |
| ADD BANK ACCOUNT | |

OFFERS

EXPENSES
| PERSONAL EXPENSES |
| GROUP EXPENSES |

4

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.)

- ALERTS AND NOTIFICATION
- MULTI CURRENCIES
- OFFLINE MODE
- GROUP EXPENSES
- AUTOMATIC CATEGORIZATION
- DETAILED OVERVIEW
- CATEGORY LIMIT
- VIEW GRAPHICAL REPRESENTATION
- BACKUP AND SYNC
- HIGH SECURITY PASSWORD

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 N 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

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?
See a finished version of this template to kickstart your work.
Open example →