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.

1 hour to collaborate 2-8 people recommended

10 minutes to prepare

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.

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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 [your

Key rules of brainstorming To run an smooth and productive session Stay in topic. Encourage wild ideas.

Defer judgment.

Listen to others.

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

→ 10 minutes

Brainstorm

2

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Subitha S

Sabitha

Akash Margin

Accessibility Emergency alert

Hardware device

3

Group ideas

→ 20 minutes

Ui interface

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.

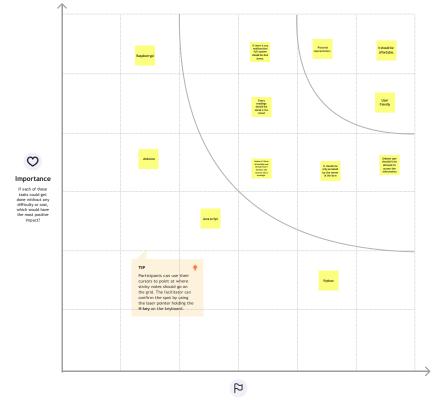
4

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

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



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Share template feedback

Need some inspiration? See a finished version of this template to kickstart your work.

Quick add-ons Share the mural Share a view link to the mural with stakeholders to keep

You can export the mural as an image or pdf

to share with members of your company who

After you collaborate

might find it helpful.

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

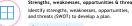
Strategy blueprint



Customer experience journey map



Open the template \rightarrow Strengths, weaknesses, opportunities & threats



Open the template →

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