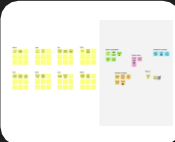# Brainstorm & idea prioritization

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**
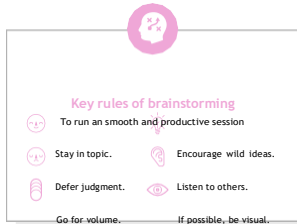Think about the problem you'll be focusing on solving in the brainstorming session.

☐ **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article

Define your problem statement

A food delivery service company has to deal with perishable raw materials on a daily basis. Abundant raw materials could lead to food wastage in a large quantity whereas depletion in raw materials could lead to customers seeking delivery service from competitor companies. Hence accurately predicting the quantity of raw materials needed for the food orders is essential.

PROBLEM
How might we [your problem statement]?

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.

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!

VIJAY ARAVIND R

- Calculate the raw materials required
- Place the order ony after knowing the amount required
- Design an algorithm to predict the materials required
- Integrate the algorithm in an ML model for prediction

PRAVEEN PANDI

- Food quality should be checked before procurement
- Good food quality can ensure well being of customers and also lasts longer than cheap quality products
- If there is excess amount of food, discounts will ensure no wastage of food
- Make sure food inventory never goes empty

LALITH BHARANI

- Data required for prediction can be gathered from restaurants or hotels
- Food order data required per day should be gathered
- An accurate dataset would be helpful in the prediction process
- Dataset should not contain any null values

MUSHIN

- Integrate the ML model with web application
- Automatic warnings should be issued in prior if there is food shortage
- Track the sales and the orders made in a weekly basis
- Proper prediction could help the delivery service to make a mark in the food industry

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.
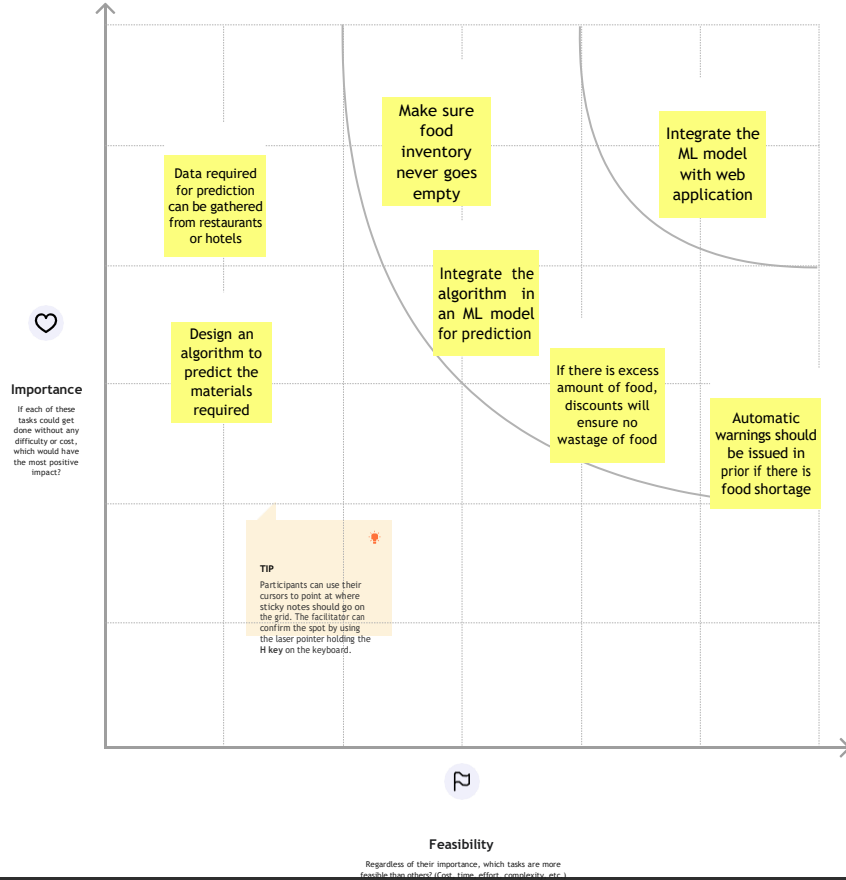
20 minutes

- Data required for prediction can be gathered from restaurants or hotels
- An accurate dataset would be helpful in the prediction process
- Design an algorithm to predict the materials required

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

- Food quality should be checked before procurement
- Make sure food inventory never goes empty
- If there is excess amount of food, discounts will ensure no wastage of food

- Integrate the algorithm in an ML model for prediction
- Integrate the ML model with web application
- Automatic warnings should be issued in prior if there is food shortage

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?

- Make sure food inventory never goes empty
- Integrate the ML model with web application
- Data required for prediction can be gathered from restaurants or hotels
- Integrate the algorithm in an ML model for prediction
- Design an algorithm to predict the materials required
- If there is excess amount of food, discounts will ensure no wastage of food
- Automatic warnings should be issued in prior if there is food shortage

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 H key on the keyboard.

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

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.

Share the mural
Share a view link to the mural with stakeholders to keep 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
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

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