



## 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  
3-6 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

1

Team gathering  
Define what should participants in the session get send on invite. Share relevant information or pre-work ahead.

2

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

3

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

Open activity →

1

### Define your problem statement

Nowadays customers are dealing with many issues and they cannot solve those issues by themselves. To solve that issue an agent will be assigned by the admin.

5 minutes

**PROBLEM**  
Having the customer complaint as the focus point to design the application the manager gets work involving the solution to the customer.



### Key rules of brainstorming

To run a smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgments
- Listen to others
- No free volume
- If possible, be visual

2

### Brainstorm

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

10 minutes



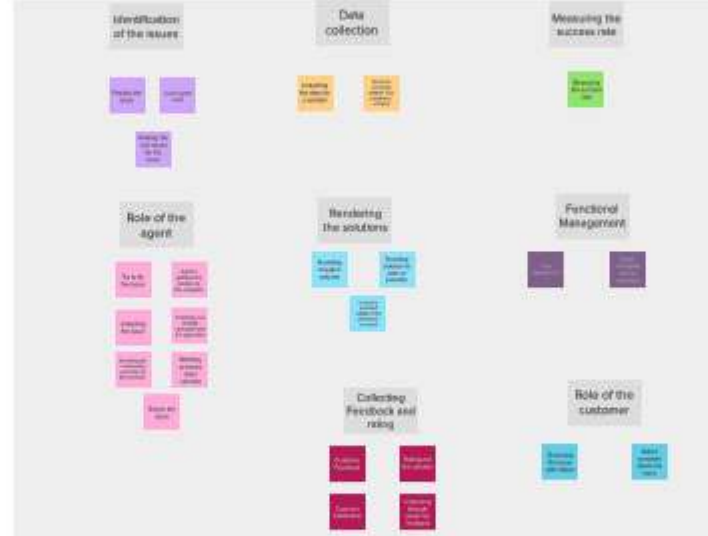
**IMP**  
Remember submit a sticky note and hit the post button to create (don't just be half-brainstorming)

3

### Group ideas

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 box 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

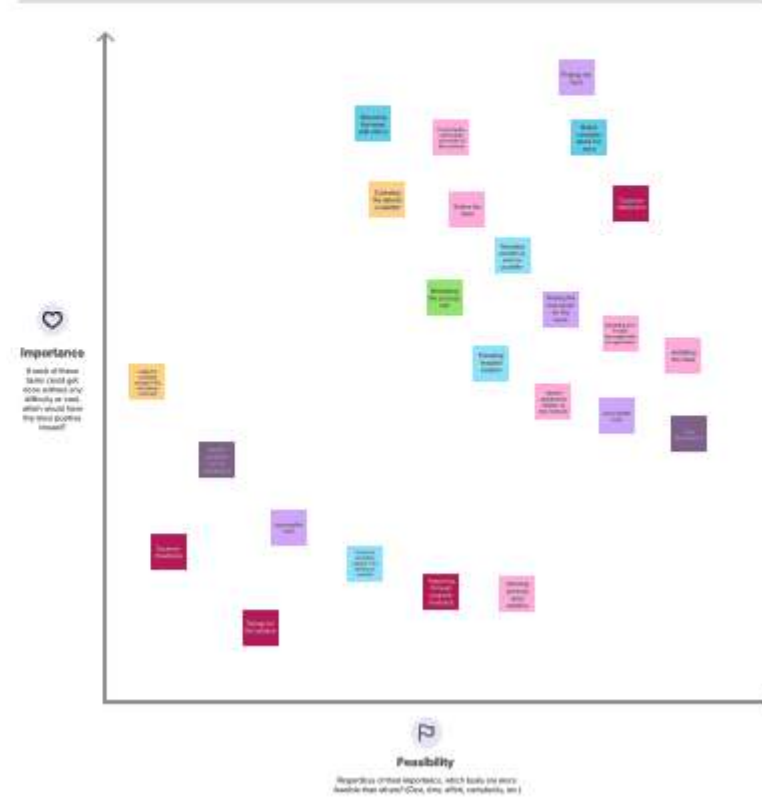


4

### 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.

30 minutes



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### 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

1

Share the mural  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

2

Export the mural  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

### Keep moving forward

1

Strategy blueprint  
Define the components of a new idea or strategy.

Open the template →

2

Customer experience journey map  
Uncover how customer needs, motivations, and behaviors for an experience.

Open the template →

3

Strengths, weaknesses, opportunities & threats  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

10 Share template feedback