

Template

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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

📌 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

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

How Can We Provide An Accurate Prediction Of Car Resale Value?

🧠

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.

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!

Dinesh Kumar D

Value Depreciation

Brand Recognition

Current Condition Of Vehicle

Scan Vehicle Number Plate And Display Vehicle Info

Experienced Car Dealer Support

Cost Estimation For Fixing Damages

User Support/ Query Center

Detect Non Oem Parts Installed

Survey To Provide Personalized Search Results

Ajay S

Kilometers Covered

Number Of Owners

Filter Options Based On User Preference

Goverment Or Private Loan Schemes

Call Support To Get General Quote

Similar Cars Price Range In Similar Condition

User Feedback System To Improve Interface

Beta Testers For New Features/ Updates

Integrating AI Algorithms To Improve Search Results

Akash Raj S

Engine Displacement

Manufacturing Year

Compare With Other Listings

Condition Of Vehicle's Interior

Trim Level Offered Stock

Turbo Or Supercharger Installed?

Aftermarket Performance Parts Installed?

Stock Or New Tyres?

Vehicle Wrapped/ Repainted?

Kowsigan A

Check Accident History From Police Records

Check Bank Statements Of Users And Offer Load Options

Currently In-Demand?

Check Current Insurance Policy

Availability Of PUC (Pollution Under Control) Certificate

Current Vehicle Fitness Certificate

Analysis Of Existing Document Authenticity

Current Owner Identification Documents

No Objection Certificate Availability

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

TIP

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

Group 1: Customer Interaction

Filter Options Based On User Preference

Call Support To Get General Quote

User Feedback System To Improve Interface

Experienced Car Dealer Support

User Support/ Query Center

Survey To Provide Personalized Search Results

Group 2: Feature Ideas

Scan Vehicle Number Plate And Display Vehicle Info

Cost Estimation For Fixing Damages

Detect Non Oem Parts Installed

Compare With Other Listings

Integrating AI Algorithms To Improve Search Results

Beta Testers For New Features/ Updates

Group 3: Vehicle Performance

Engine Displacement

Trim Level Offered Stock

Turbo Or Supercharger Installed?

Stock Or New Tyres?

Aftermarket Performance Parts Installed?

Vehicle Wrapped/ Repainted?

Group 4: Legal Information

Check Accident History From Police Records

Check Current Insurance Policy

Current Vehicle Fitness Certificate

Check Bank Statements Of Users And Offer Load Options

Availability Of PUC (Pollution Under Control) Certificate

No Objection Certificate Availability

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.)

📌 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.

➔

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

📌 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

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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

📌 Share template feedback

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