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

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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 →

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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**
>
> The data set is related to a meal delivery company which operates in multiple cities .They have various fulfillment centers in these cities for dispatching meal orders to their customers.

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.

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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!

NAVEEN

Analyzing restaurants billing data's	Creating separate CID's for analysis
Taking list of food provided	Analysis on veg & non veg customer
Getting customer feedback	Visualizing the growth prospects

PRATHIKSHA

Linking all branches for forecast analysis	Checking availability of specific goods and services
Creating charts for less food sold	Providing special offers to increase sales high
Creating charts for most food sold	Word of Mouth marketing

SAKTHI VIGNESH

Getting bill history of restaurants	Making an accurate prediction
Analysis on purposed solution	Low optimization in the dilution of fixed costs
Proper analysis make high inventory turnover	Non linearity in data patterns

K PRIYA DHARSHINI

Sales analysis on certain food products	Accurate prediction based on the needs of people	Make adjustments according to the needs
Prevailing market conditions	Time series analysis from past data	Import - Export policies

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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.

ANALYSIS
- Analyzing restaurants billing data's
- Analyzing restaurants billing data's
- Getting bill history of restaurants
- Proper analysis make high inventory turnover
- Linking all branches for forecast analysis
- Creating separate CID's for analysis
- Time series analysis from past data
- Analysis on veg & non veg customer

SURVEY METHODS
- Quantities designed
- Collective opinion
- Creating charts for most food sold
- Providing special offers to increase sales high
- Getting customer feedback
- Historical sales data

CAPITAL EXPENDITURE
- Pricing errors
- Analyzing restaurants billing data's
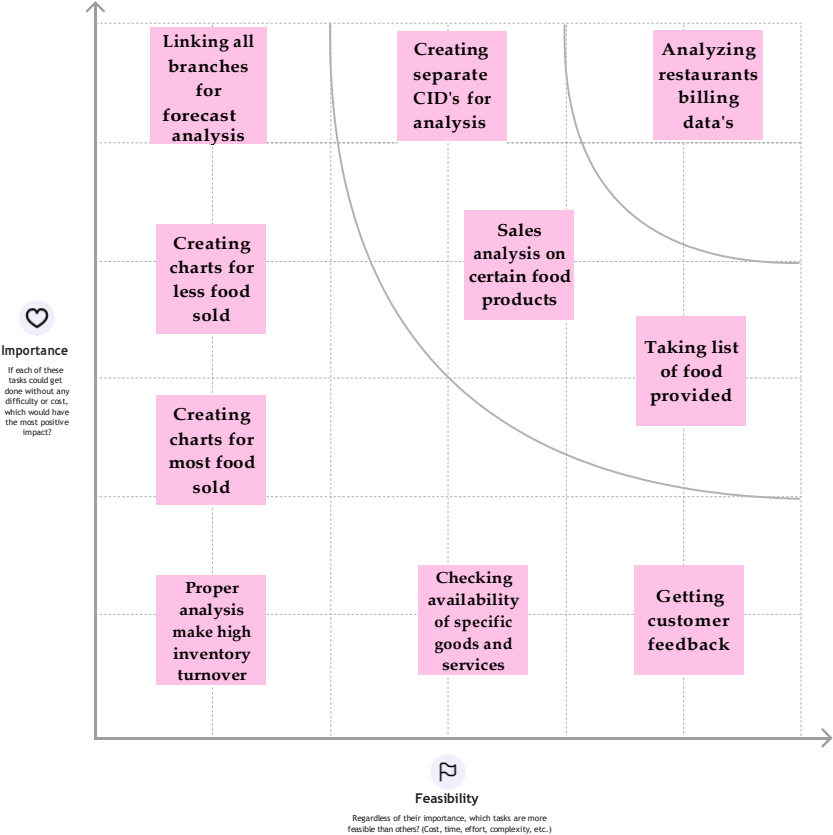- Revenue earning capacity
- Propos analysis make high inventory turnover

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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.)

Grid contents (top to bottom, left to right):
- Linking all branches for forecast analysis
- Creating separate CID's for analysis
- Analyzing restaurants billing data's
- Creating charts for less food sold
- Sales analysis on certain food products
- Creating charts for most food sold
- Taking list of food provided
- Proper analysis make high inventory turnover
- Checking availability of specific goods and services
- Getting customer feedback

→ **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**
  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.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

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

Open example →