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

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

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

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

Open article

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**
> Hospital zone signs slow down traffic even when schools are closed

> **PROBLEM**
> Due to rain we have lot of invisibility

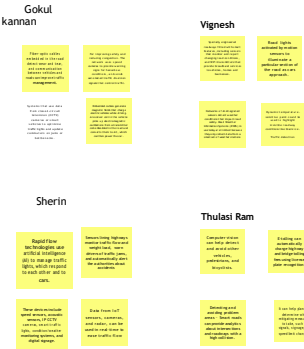### Key rules of brainstorming

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

Gokul kannan

Vignesh

Sherin

Thulasi Ram

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

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-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

Camera attached to every trafic sign to monitor trafc

Timer displaying how much time for traffic to clear out

AI based algorithms to predict weather from images

Wifi platforms for cars and other future mobility services.

AI based image processing to detect rain/ wet roads

These lines consist of solar paint that collects energy during the day and can glow for up to 8 hours at night to increase visibility and safety.

adoption of pure electric buses, with the ultimate goal of eliminating oil dependence.

This is a textbox....

As the relative speed between the radar sensor and the target increases, the detected frequency shift also increases, thus enabling the radar sensor to precisely determine the target speed.

Energy for operating these system is supplied by a network of smart inverters, which are converters that exchange information with each other in real time.

every sign post measures surrounding trafc

Using new technology such as smart traffic light and traffic control system, artificial intelligence , the use of electronics and automotive technology
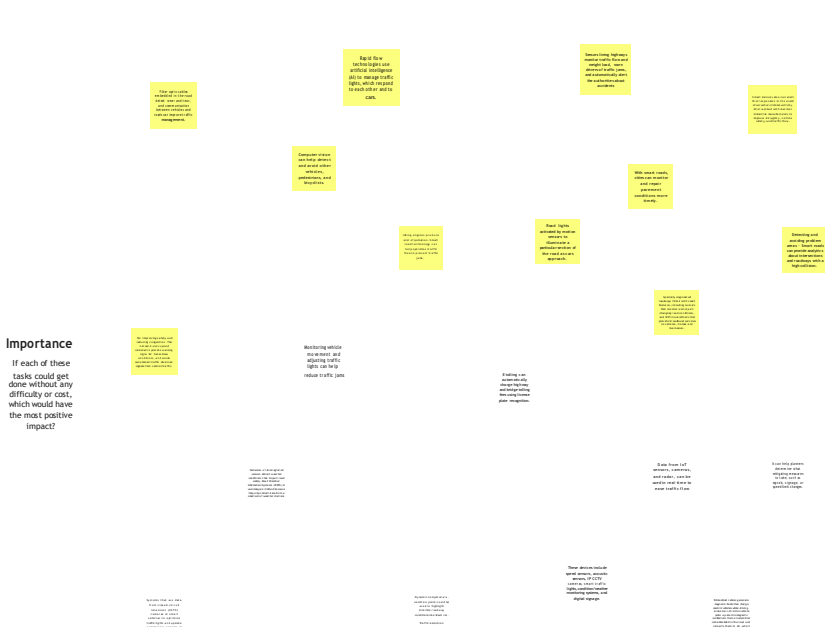
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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.)

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

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

B **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