



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

- 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 →

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 problem is to identify the cause of flight delay and to predict it's future delays.How to predict the delays?



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.

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!

Mariya Anthony
Visuvasammal.S

Collect the data	Forecast the data	Performing machine learning algorithms
Develop the model	Create web page	Ask right details
Using the model, it predicts the delay	Web page displays the predicted delay of flight taking	Passenger will get the predicted delay of flight after

Darsheta.D

Collect the data	Collect the data	Using Weather condition build the model
Predict the delay of flight	Considered pages for user interaction	Passenger will get to know about the delay
Reduce the customer dissatisfaction		Passenger can track their flight

Mary Rajam.A

Collect the data	How to get an accurate flight information	Using the information to predict the delay
Can use the data to predict the delay	Identify effective model for prediction	
Can use the data to predict the delay	Display the flight details	

Anitha.R

Building the model	What caused the Flight delay	to store the data and analyze it
Equipment malfunction	Cloud cover	Bad weather
Weather conditions can be predicted	Deliver the delay reason to the passenger	Using the model to predict the delay

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 and break it up into smaller sub-groups.

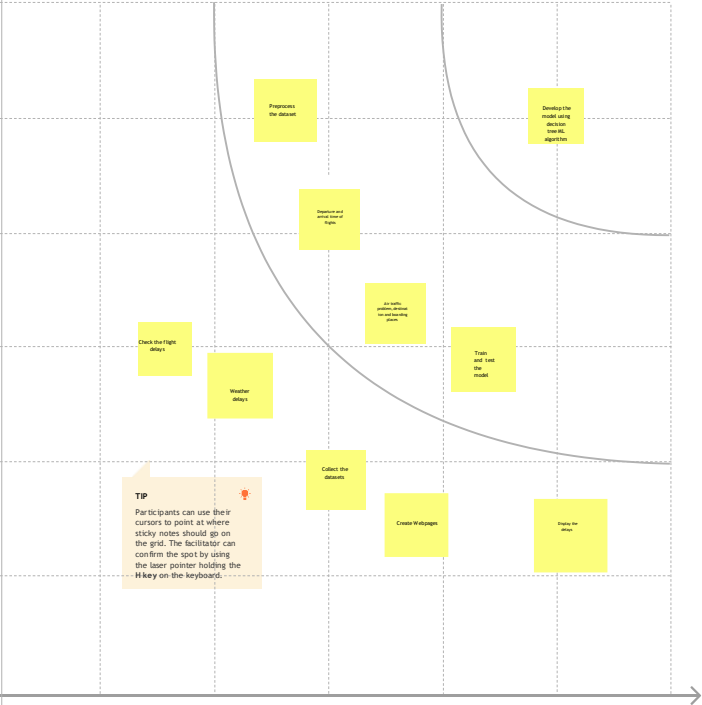
20 minutes

which are feasible.

TIP

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

be on the same page about what's important moving ideas on this grid to determine which ideas are important and



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.

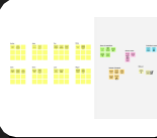
Quick add-ons

- 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 →

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

