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

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 might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
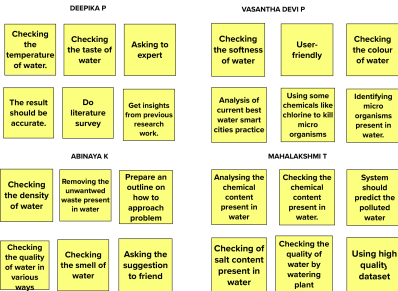- If possible, be visual.

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!

DEEPIKA P
- Checking the temperature of water.
- Checking the taste of water
- Asking to expert
- The result should be accurate.
- Do literature survey
- Get insights from previous research work.

ABINAYA K
- Checking the density of water
- Removing the unwantend waste present in water
- Prepare an outline on how to approach problem
- Checking the quality of water in various ways
- Checking the smell of water
- Asking the suggestion to friend

VASANTHA DEVI P
- Checking the softness of water
- User-friendly
- Checking the colour of water
- Analysis of current best water smart cities practice
- Using some chemicals like chlorine to kill micro organisms
- Identifying micro organisms present in water.

MAHALAKSHMI T
- Analysing the chemical content present in water
- Checking the chemical content present in water.
- System should predict the polluted water
- Checking of salt content present in water
- Checking the quality of water by watering plant
- Using high quality dataset

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-like label. If a cluster is bigger than six sticky notes, try and see if you can and break it up into smaller sub-groups.

- 20 minutes

Suggestions from persons:
- Asking to experts.
- Asking suggestions from friends.

From properties of water:
- Checking the density of water.
- Checking the temperature of water.
- Checking the colour of water.
- Checking the softness of water.
- Checking the smell of water

Contents presents in water:
- Checking of salt content present in water
- Identifying micro organisms present in water
- Checking the chemical content present in water

Using data's:
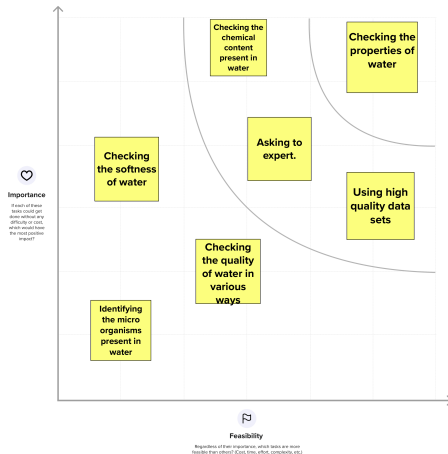- Using high quality dataset.
- Do literature survey
- Get insights previous research work

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 items:
- Checking the chemical content present in water
- Checking the properties of water
- Checking the softness of water
- Asking to expert.
- Using high quality data sets
- Checking the quality of water in various ways
- Identifying the micro organisms present in water

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.
Open the template →

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

Share template feedback