

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.

- 90 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended



**Need some inspiration?**  
See a finished version of this template for inspiration on your work.

[View examples](#)

Define who should participate in the session and what to invite. Share relevant information or pre-work ahead.

- Learn how to use the facilitator's tools**  
Use the Facilitation Superpowers to run a happy and productive session.

### Define your problems 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

1000000

How might we reduce the work load of the user and also the use of paper while booking tickets?



### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage with likes
- Offer judgement
- Listen to others
- Go for volume
- If possible, be visual

new paradigm

new business models

new products

new markets

new technologies

new management practices

new organizational structures

new business processes

new business systems

Figure 1 illustrates a conceptual framework with five variables represented by different shapes: a diamond for 'Sex inequality of the island', and four pentagons for 'Economic growth of the island', 'Economic growth of the country', 'Economic growth of the world', and 'Economic growth of the region'. The relationships are indicated by arrows: 'Sex inequality of the island' points to 'Economic growth of the island'; 'Economic growth of the island' points to 'Economic growth of the country'; 'Economic growth of the country' points to 'Economic growth of the world'; and 'Economic growth of the world' points to 'Economic growth of the region'.

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 of the passenger

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The diagram illustrates the relationship between various factors and the 'Trade-Incentive'. At the center is a circle labeled 'Trade-Incentive: why certain communities produce'. Surrounding this central circle are several shapes, each containing a factor:

- Top Left (Green Diamond):** 'Urban location is just like Urban'.
- Top Center (Green Hexagon):** 'Agglomeration economies: 1) urban = 1st order economies'.
- Top Right (Green Rectangle):** 'Effectiveness to justify costs is 20'.
- Bottom Left (Green Triangle):** 'Factor: location, value of the infrastructure'.
- Bottom Center (Green Circle):** 'Trade-Incentive: why certain communities produce'.
- Bottom Right (Green Triangle):** 'Factor: Urban, growth, the cost of the infrastructure'.

[illegible]

The diagram illustrates the relationship between availability, consistency, and partition tolerance. A central hexagon labeled "Secure the clock availability" is connected by lines to three surrounding rectangles: "The need to maintain availability for increasing number of nodes" (top-left), "Consistency to derive the history of any time with time" (top-right), and "Partition tolerance" (bottom).

*You can collect a sticky note and bring people together to clarify and create, drawing*

## Group identity

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

Creating a website like structure for ticket booking.



Idea of ticket verification



### Feasibility

**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.

- 29 minutes



*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 answers

- 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 !\[\]\(13a24eb1647dab05a57a8fe827c44255\_img.jpg\)](#)
-  **Customer experience journey map**  
Understand customer needs, motivations, and stated as-for an experience.  
[Open the template !\[\]\(dba98bac5b218bf860403fb260d2e9fd\_img.jpg\)](#)
-  **Strengths, weaknesses, opportunities & threats (SWOT) analysis**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

-  [Share to complete feedback](#)