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 →

Define your problem statement

This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. Whenever the agent is assigned to a customer, they will be notified with an email alert. Customers can view the status of the ticket till the service is provided.

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.

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1 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!

AARTHY R

User Feedback	Filtration based on service	Providing services on time
Customer Privacy	Providing chat box	Asking for Rating
Solution to Customer		

ANUSREE BS

Customer Satisfaction	Basic with Problem quickly	Listen Carefully to the queries
Tracking of Services	Filtration Based on details	Allocating Agent

GOWSALYA M

Basic with problem quickly	Real Notification	Customer Satisfaction
Providing service details	Customer Queries	Agent details
Live chat box		

GAYATHRI A

| Notifying customer | Solution for Customer Needs | Security |
| Chatting Customer needs | Live chat | Providing Chat box |

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2 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.

CUSTOMER

| Customer needs | Notifying Customer | Providing chat box | Basic with problem | Customer Queries | Providing service |
| Solution to Customer | | | | | |

CHATBOX

| Live chat | Providing chat box |

FEEDBACKS

| Customer Satisfaction | User Feedback | Asking for Rating |

INFORMATION

| Email Notification | Listen Carefully to the queries |

SECURITY

| Security | Customer Privacy |

SERVICES

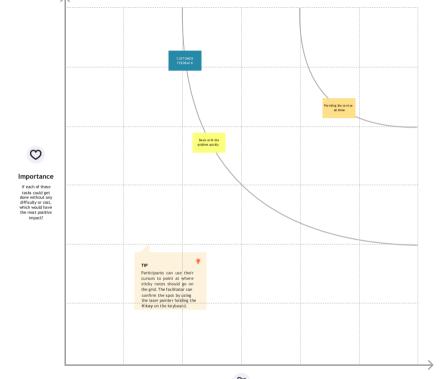| Providing services on time | Filtration based on service | Tracking of Services | Allocating Agent | Providing service details | Agent details | Customer Queries |

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3 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 shows: CUSTOMER FEEDBACK, Providing the service on time, Basic with the problem quickly]

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

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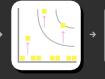
4 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Share template feedback

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 →

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