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

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 →

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.

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!

Vijay

While billing, scanning the bar codes detects the product and manages stock according to the quantity sold

Providing Key Performance Indicator for analyzing stock.

Keep a profit and loss records of all the stocks.

Make sure to have free door deliveries to the nearest areas and to avoid late deliveries.

Warshak

Demand based stopping of pre ordering (Least sold goods).

Providing daily reports on the stock and inventory details for better Business analysis.

Tax and GST clearance regularly.

Tax and GST clearance regularly.

Sivanesan

To have a track of seasonal selling products and to keep those products in stock during the demand.

Advertise the presence of the store in all the nearest geographic locations.

Tine consuming

Purchase order history

Rajkumar

Predicting the Future sales analysis of the products using machine learning algorithms and past data available dataset.

Centralized transportation system among the shop branches along with the product tracking functionality.

Easy and fast billing system

Easy to access

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

Prediction and analysis

Predicting the future sales analysis of the existing product.

Predicting the success ratio of the new arrivals

Features

24*7 opening of the store and availbility of shift wise helpers in the store.

Transparency in the billing

Showcasing the customer feedback to the public regarding both the product and the store

Management

Managing all the expiry nearing products and expired products clearance.

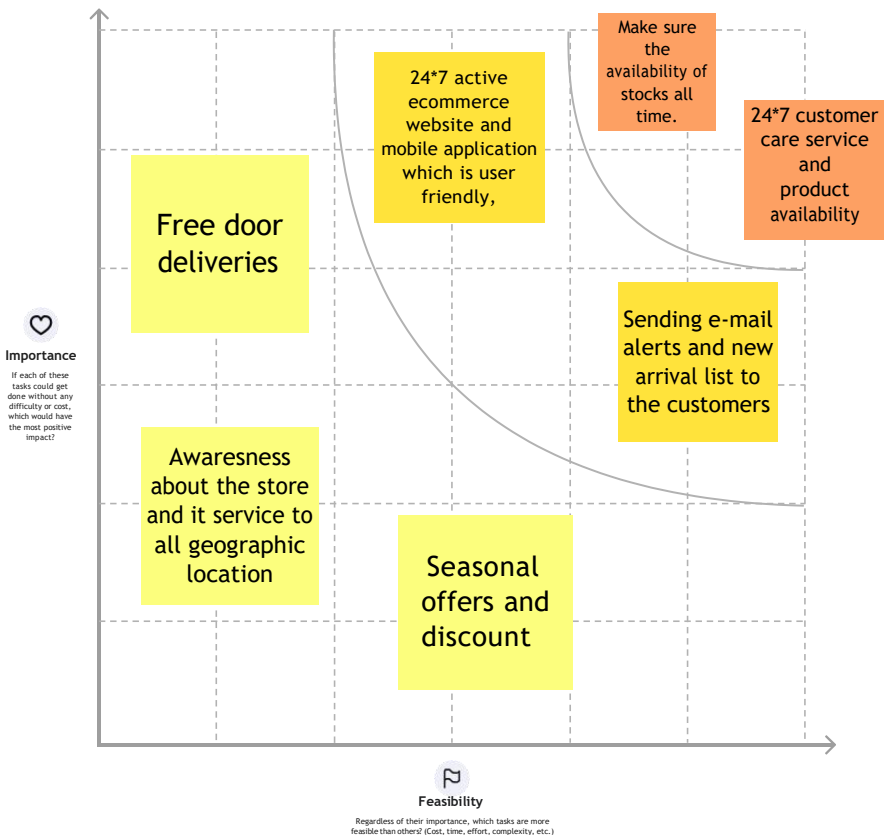Stock management and strategic plan management.

Product delivery management to the customers.

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?

Free door deliveries

24*7 active ecommerce website and mobile application which is user friendly,

Make sure the availability of stocks all time.

24*7 customer care service and product availability

Awareness about the store and it service to all geographic location

Sending e-mail alerts and new arrival list to the customers

Seasonal offers and discount

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-on

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

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