



# 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

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## 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

Rishi is a health officer who needs plasma donor's current status of his region to work for the betterment.

Praveen is a 25 years old volunteer who donates plasma for covid patients. Being a new donor he needs some guidance for donating.

Ajith is a covid-19 patient who needs access to nearest plasma donor for recovery.



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer Judgment.



Listen to others.



Go for volume.



If possible, bevisual.

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## 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!

### Kavi Bharathi

Voluntary act that can help save lives

Patient need 24/7 support

Donor testing positive/recovered from covid-19

Donors desire to help a family member or a friend in need of blood

### Gokul Kavin

You can donate plasma up to 12 times/year

Not suffering from any transmissible disease

Find your nearest plasma donor

The new patient is cured

### Harish Kumar

Plasma donor is register in nearest plasma center

plasma help to covid-19 patients

Donate plasma to make life saving medicines

Plasma donor check the medical condition

### Digeeshraj

Need to find a donor before hand just to be secured

plasma center full supported to new donor

To reduce the demand of plasma supplies

By the time donar's get to know the medical criteria

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## 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

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

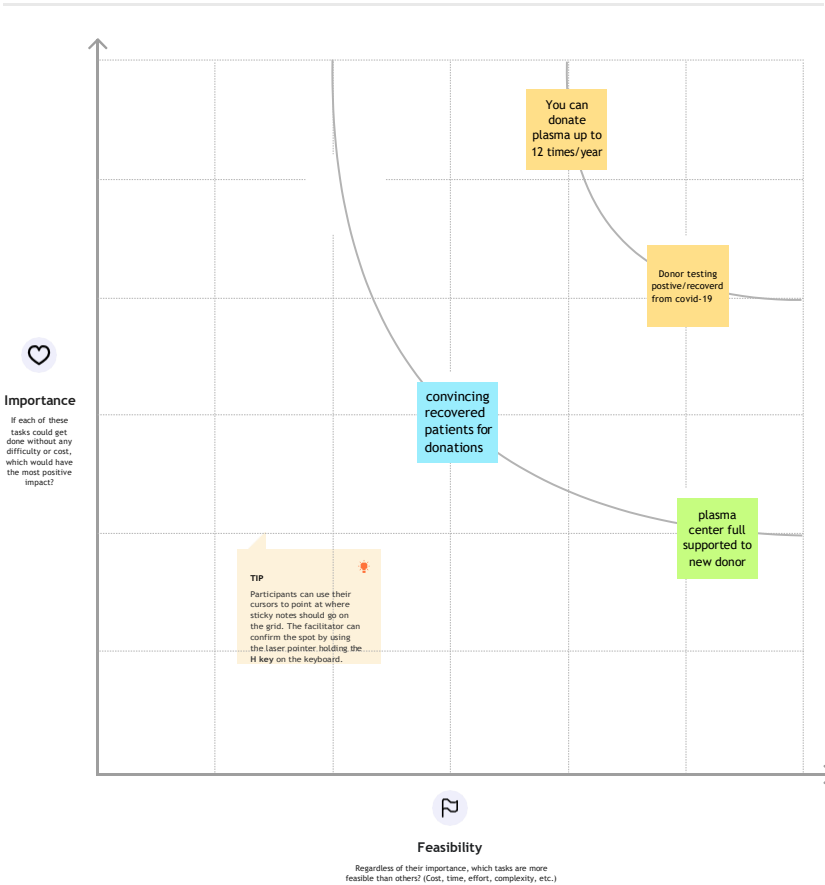
TIP  
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the Laser pointer holding the H key on the keyboard.

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## 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



## 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.



#### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.



#### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.



#### Share template feedback