

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



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example



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.

① 10 minutes

Team gathering
TEAM LEADER :

TEAM LEADER :K.Kasi Visalachi TEAM MEMBERS: S.Kausalya.

K.Kaviya.

N.Kaviya.

Set the goal

Our goal is to popularise our brand.

Type your heading...

Type your paragraph...

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

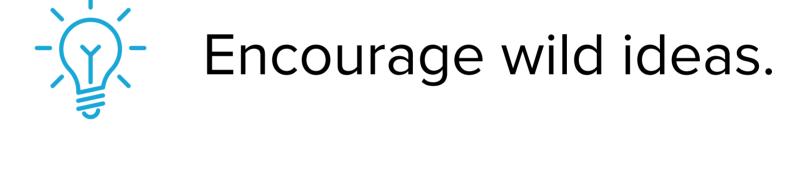
PROBLEMS
1.Returns.
2.Inflations.
3.supply chain disruptions.
4.Textile waste.
5.Sustainability.



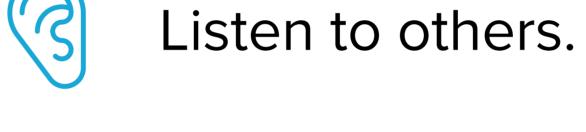
Key rules of brainstorming

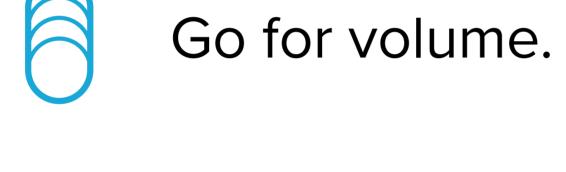
To run an smooth and productive session











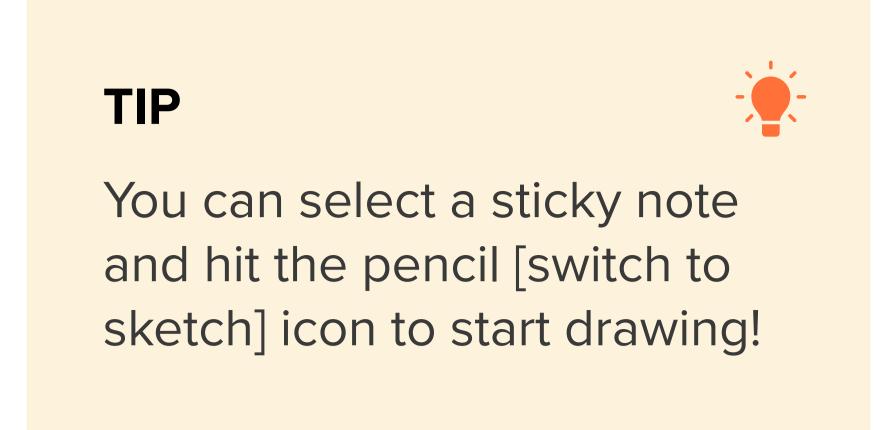




Brainstorm

Write down any ideas that come to mind that address your problem statement.

① 10 minutes



Person 1:

Give priority to the quality.

Start caring more about quality to influence

Use 3D
design
solutions to
test sample
for fit

Person 3:

Use 3D designs before manufacture pieces for minimize wastage.

Collect data about your supply chain

Know about customer behaviour

Person 2:

Use materials that are not harm for environment.

Encourage customers to resell or rent clothing.

Come out with new trends.

Person 4:

Provide customize service.

Have wide range of collections.

Have some attractful offers to the customer.





Group ideas

Increase transparency in your supply chain by using production tracking software such as PLM and ERP to establish accountability.

Grab customer by good hospitality and infrastructure,

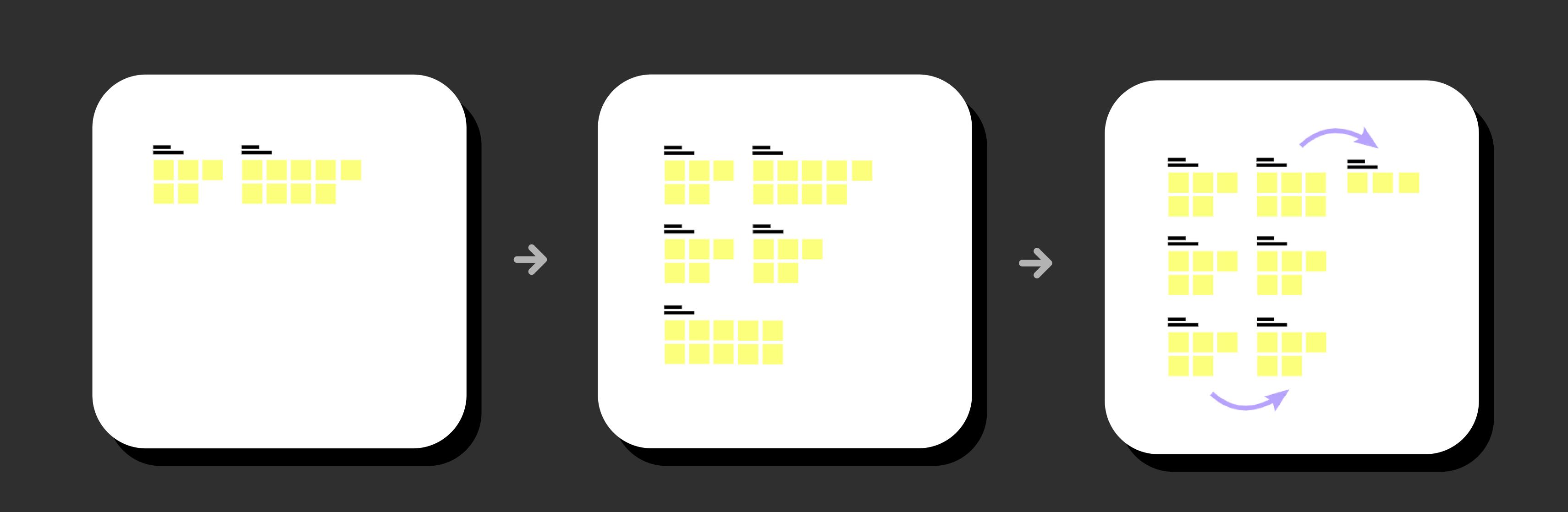
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Start caring more about quality to influence

Come out with new trends.

Know about customer behaviour

Have wide range of collections.





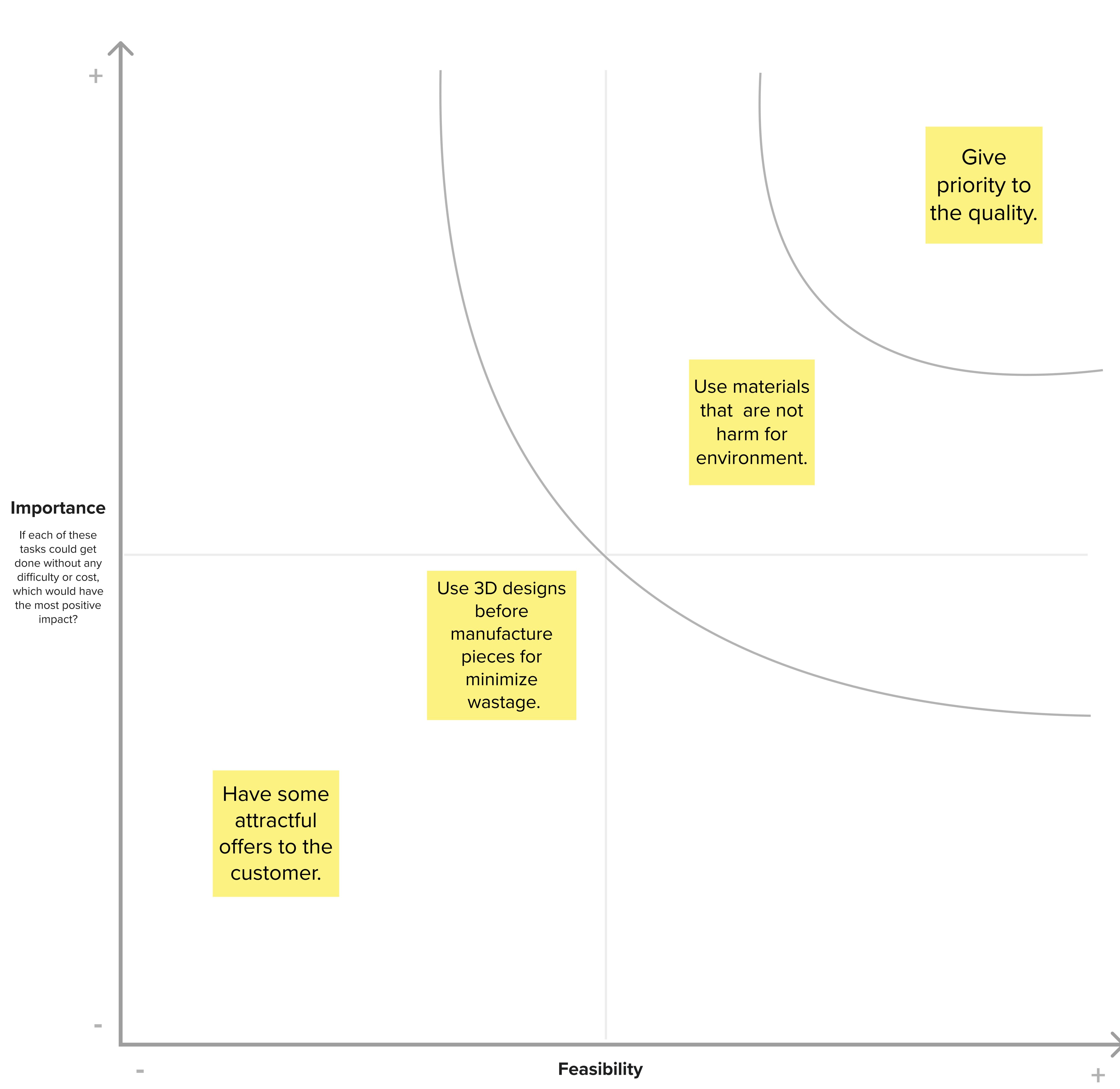
Prioritize

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.

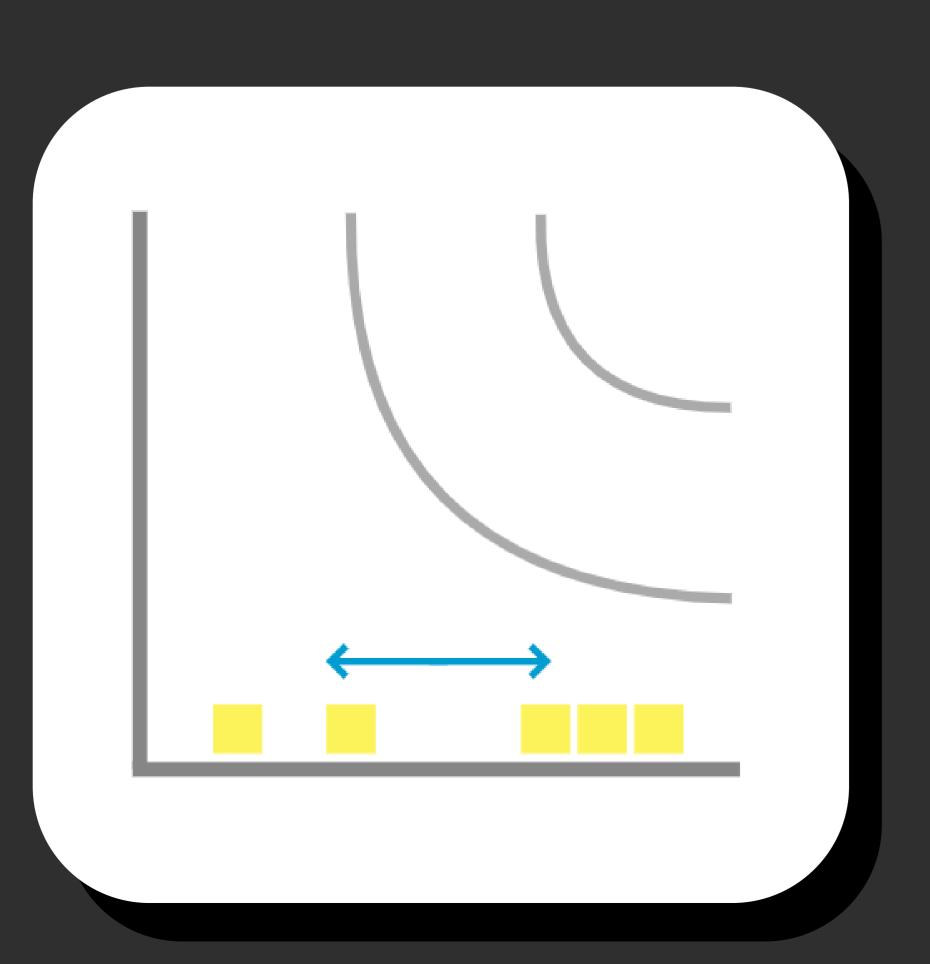
① 20 minutes

TIP

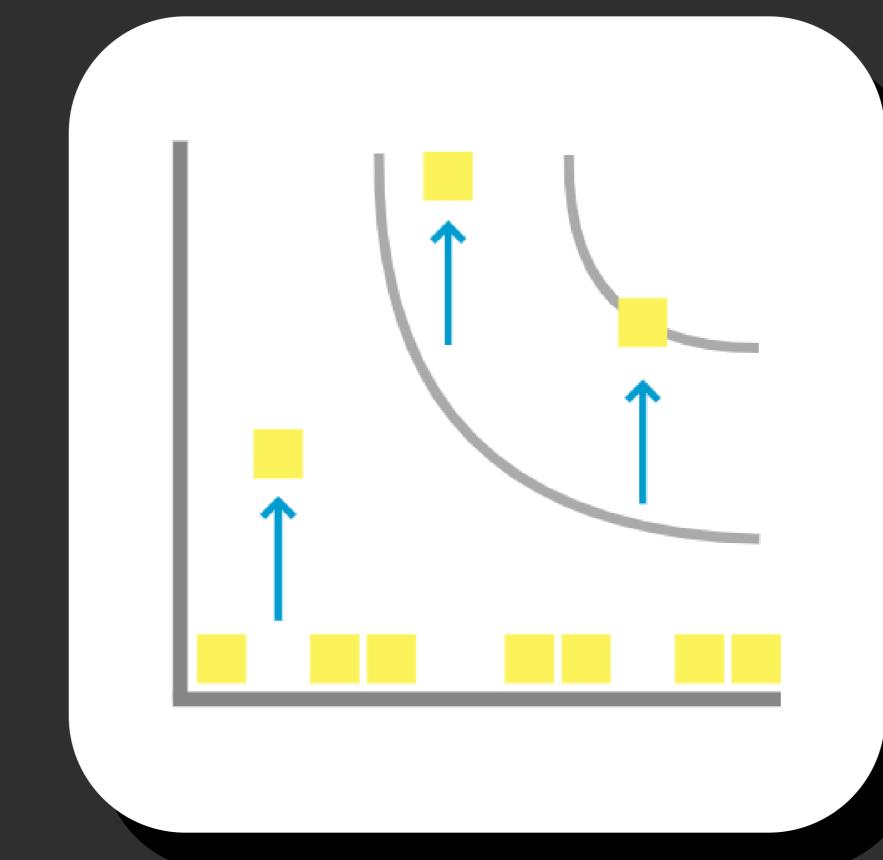
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

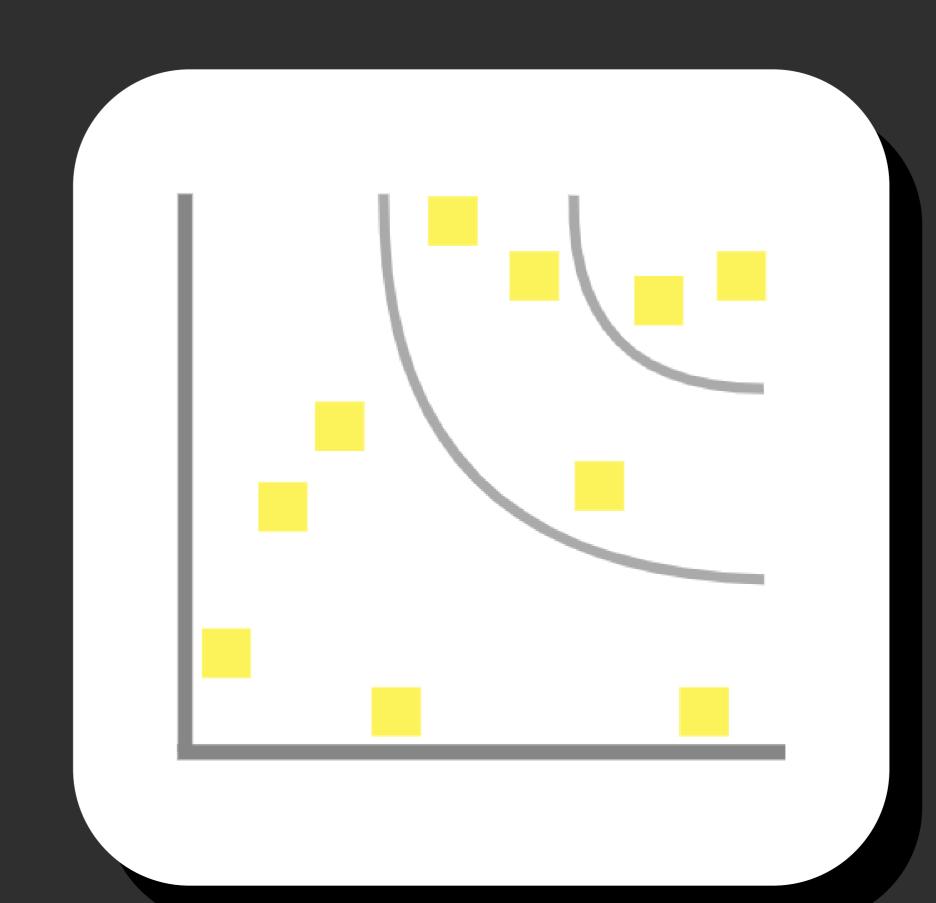


Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)











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-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