

# 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.

① 10 minutes

# Team gathering

Set the goal

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

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.



# 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**

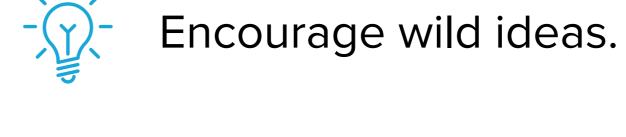
How might we create a CRM application that helps to book a visa slot utilizing this Salesforce inoder to choose vehicles for travel based on the user's preferences with offers or discounts to increase the user's comfortability.



# 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

### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing

# jayasuriya.A

Logo creation	Easy Login methods	File or App size minisize to make accessable easy
Ratings visible for all user's about vehicles & diver		

### kannadhasan G

kannaanasan.G				
Veiw transport categories	Travel and Price details	View Driver's details for user's		
Enter as Guest options	Emergency			

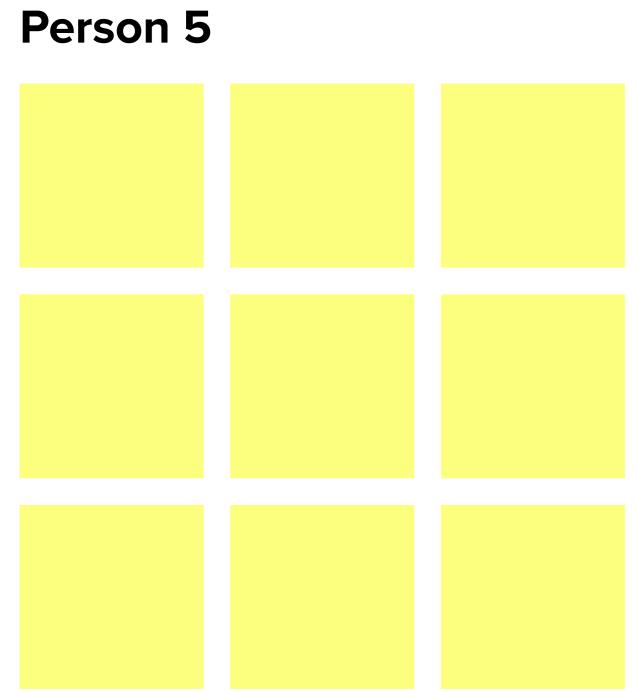
# gopi.S

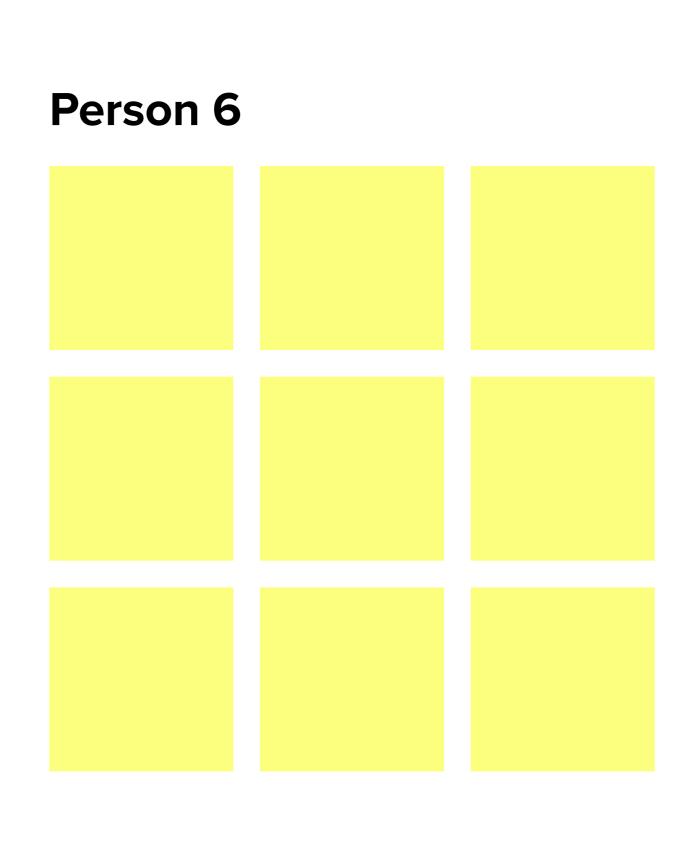
Customer's cmplaint's analysis	Show Compairson s of vehicles	Enable Catchy offers
Maintaining records on vehicle maintenanc e	Storing driving License detals	

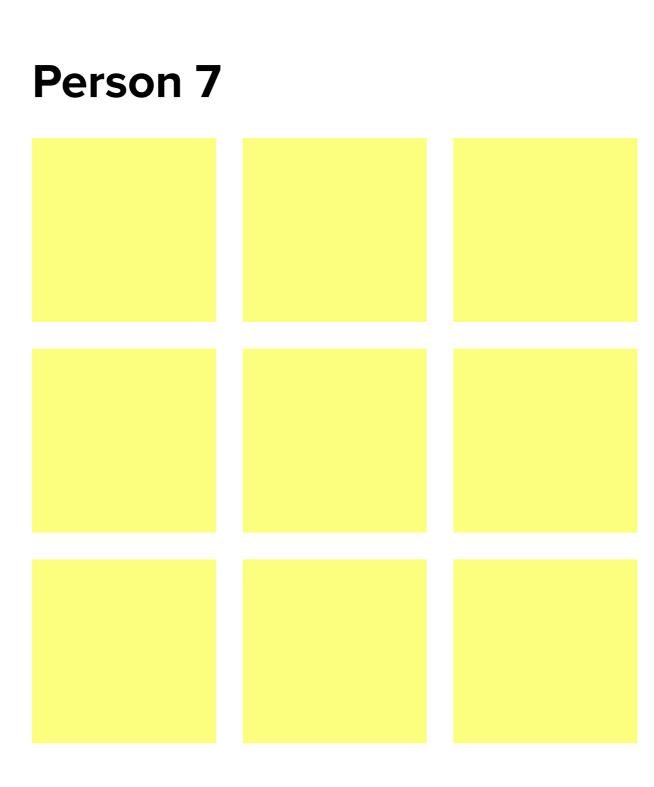
### kalaiselvan.P

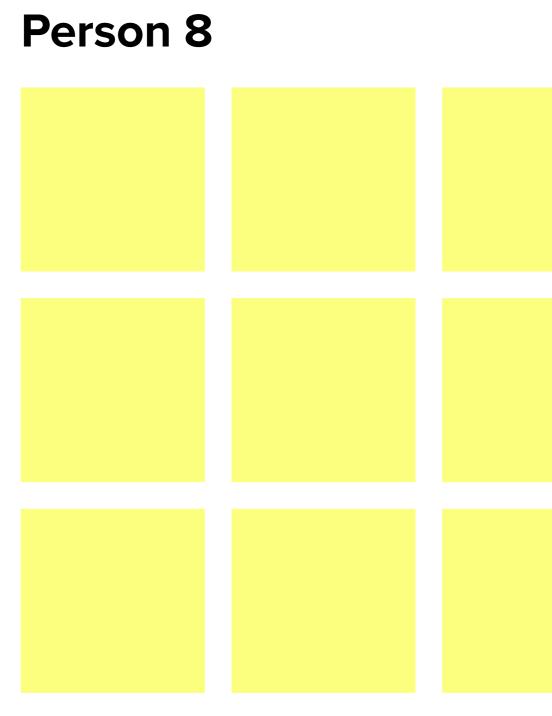
Collect information regarding vehicles	Live trackng	Store da about th details d Divers
Reports Maintaining in graphical representation	Protect all users information	User's deta shared win the driver's case of hea issues













Group

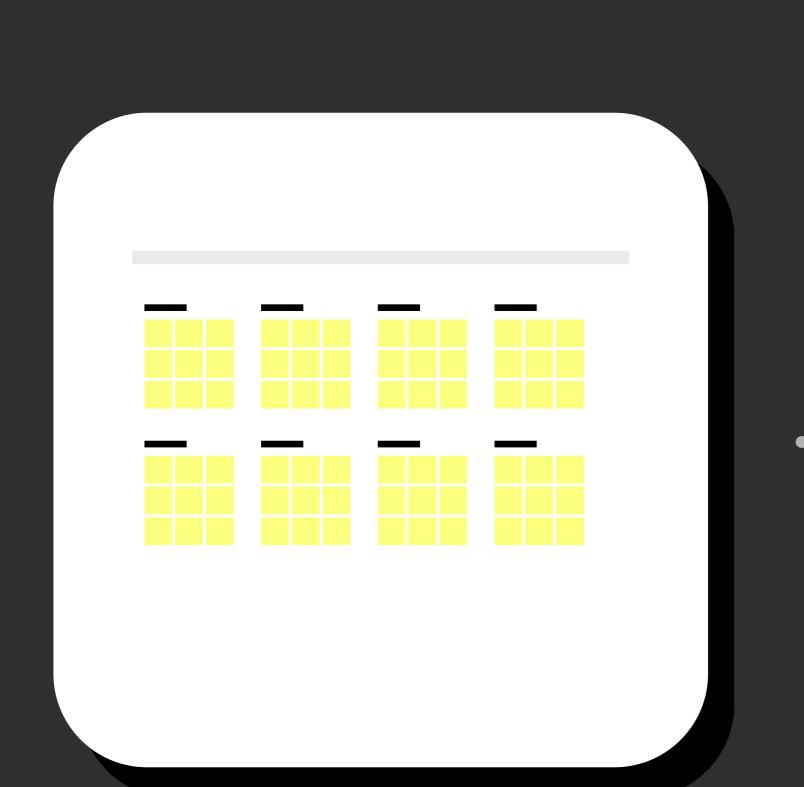
Take tu

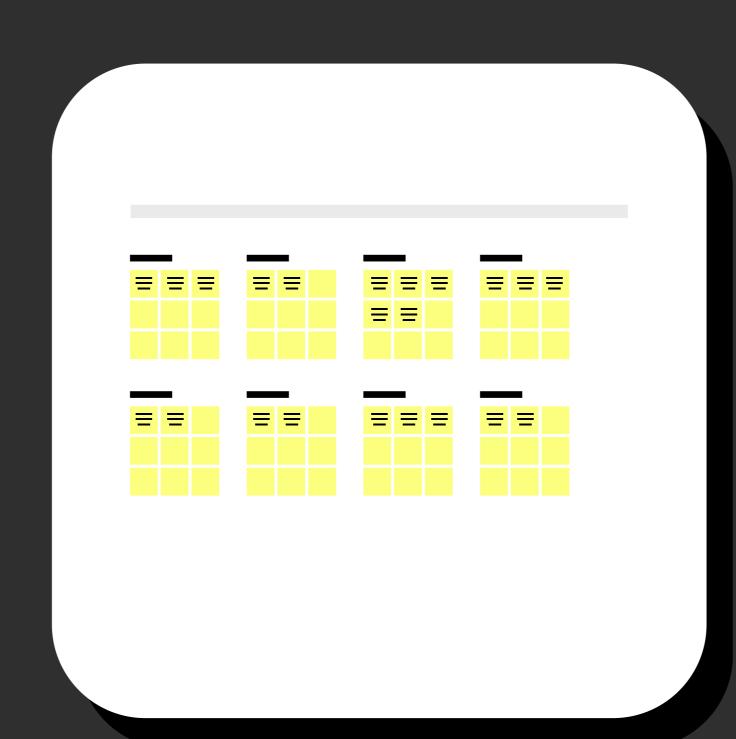
sticky n

bigger

**①** 20 m





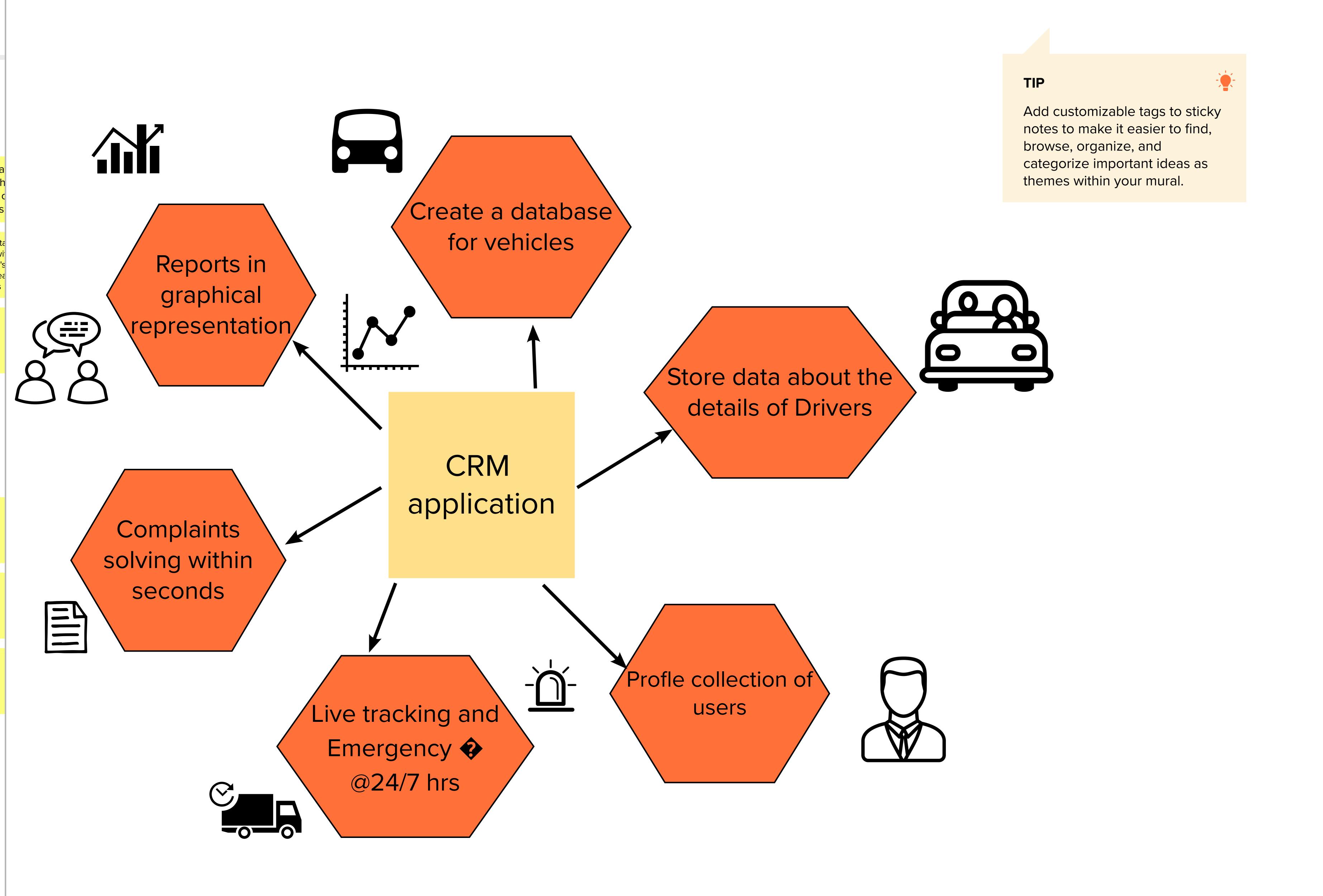


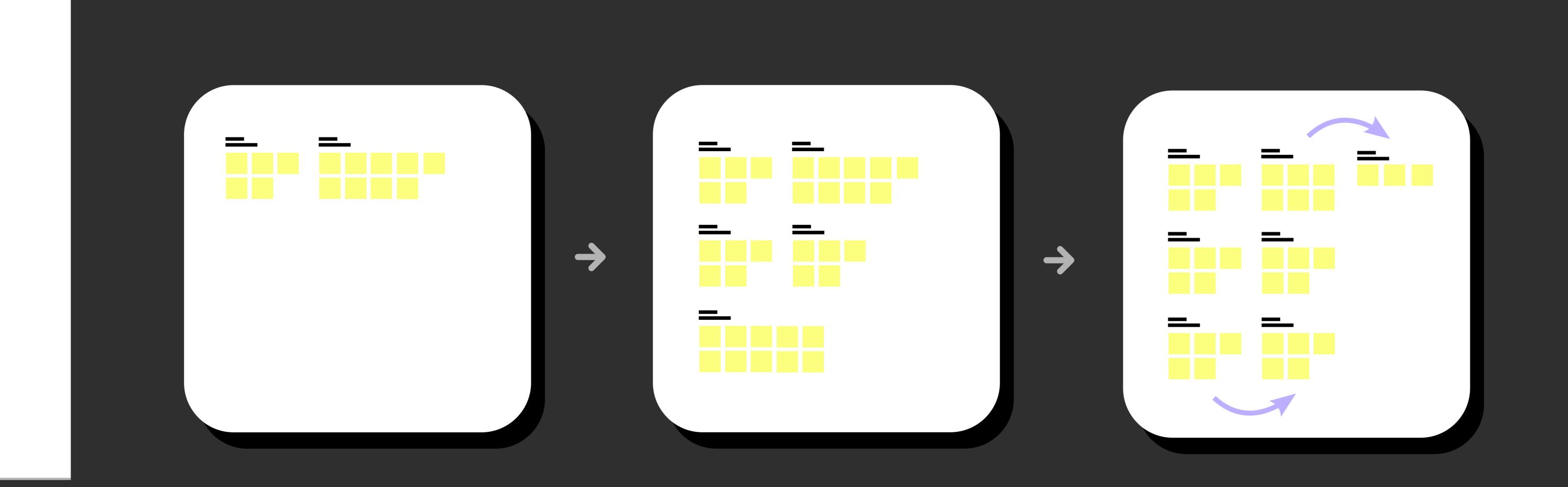


# Group ideas

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.

① 20 minutes



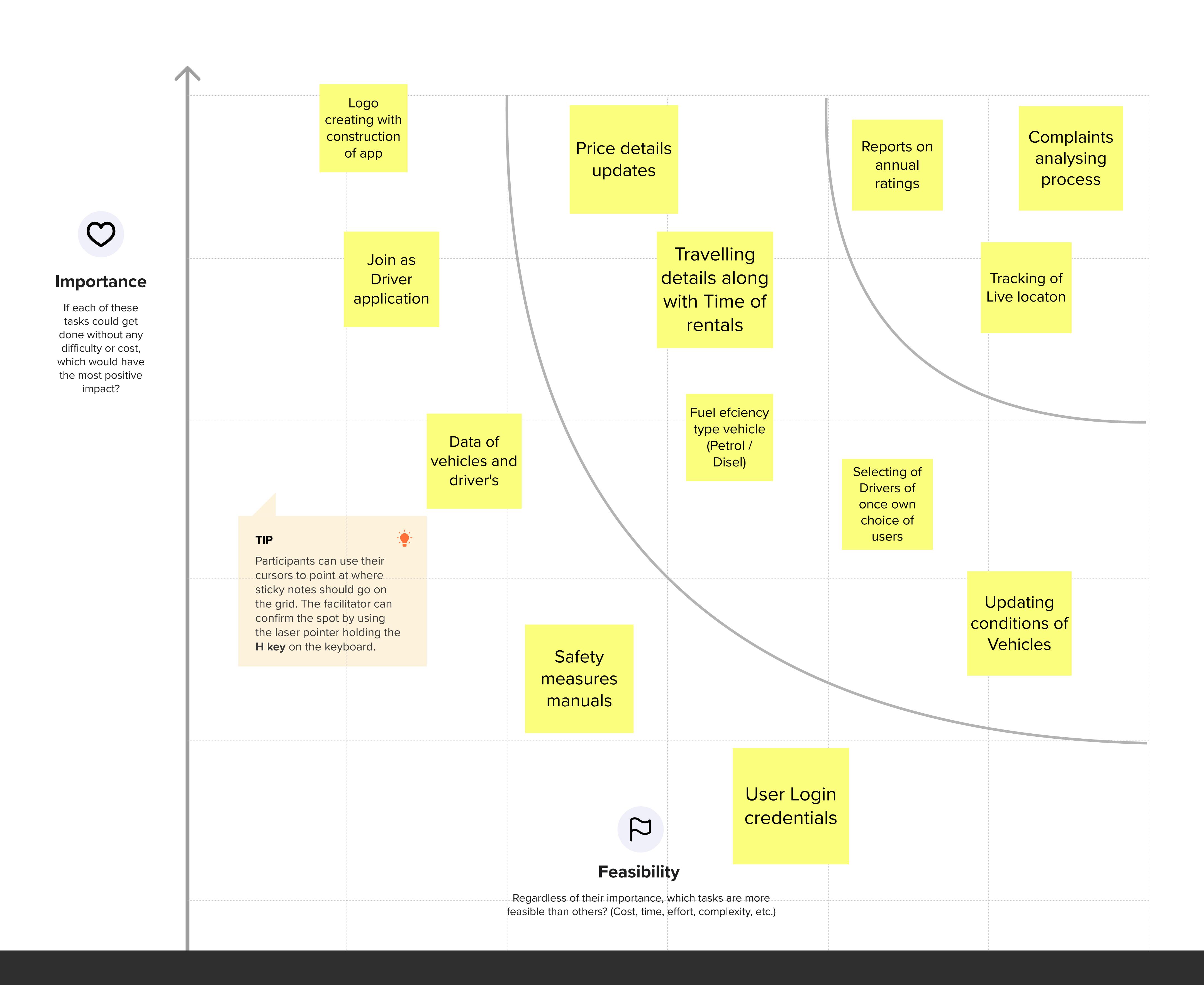


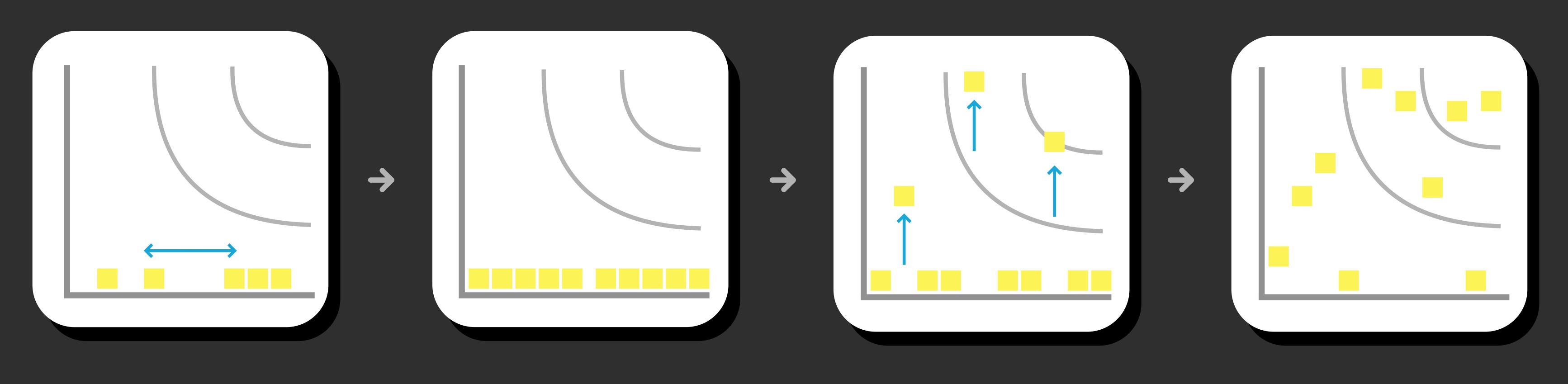


# Prioritize

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







# 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.

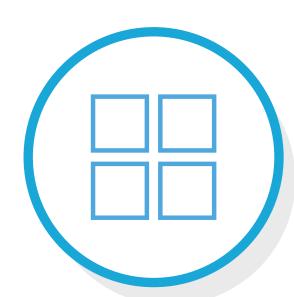
Open the template →



### 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**