

**FitFlex: Your Personal Fitness Companion**  
**Ideation Phase**  
**Brainstorm & Idea Prioritization**

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**Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

**Step-1: Team Gathering, Collaboration and Select the Problem Statement**



## 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

**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

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- 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 Superpower to run a happy and productive session.

[Open article](#) +

**1 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

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How might we (your problem statement)?

**Key rules of brainstorming**

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

**2**

### 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!

Person 1	Person 2	Person 3	Person 4
Users can log their workouts, steps, calories, and exercise routines.	Allow users to set fitness goals and monitor their progress.	Fetch real-time data from third-party fitness APIs like Fitbit or Apple Health.	Users can share achievements and challenge friends to workouts.

3

### 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 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.

Activity &  
Goal  
Tracking

Integration  
& Data  
Syncing

Community  
& Motivation

### Step-3: Idea Prioritization



## 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

### TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the placement using the laser pointer holding the **h key** on the keyboard.

