Template

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

- **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 Miro templates to brainstorm together more productive and creative.

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

How might we reduce the time it takes for a customer to receive a product after they have purchased it?

How might we make our product more accessible to people who have limited access to the internet?

How might we improve our customer support so customers feel like they have a human to talk to?

How might we make our product more environmentally friendly?

Key rules of brainstorming

To run an smooth and productive session

- Stay on-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 [edit] to quickly turn it into a text element.

Person 1: Scenario | Assumptions | Hypothesis

Person 2: Problem statement | Who does it affect | Why is it a problem

Person 3: Persona | Scenario | Desired outcome | Indicators of success | Possible solutions

Person 4: Journey stage | What happens | Wishes | Ideas

Person 5

Person 6

Person 7

Person 8

Group ideas

20 minutes

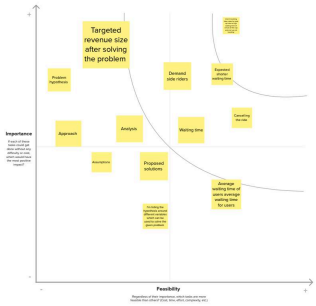
TIP
Add hashtags/tag lines to sticky notes to make it easier to find, filter, and group ideas.

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 cursors to point at where sticky notes should go on the grid. The facilitator can then move the sticky note to that point, holding the **?** key on the keyboard.



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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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Share template feedback

Need some inspiration?
Take a look through our Brainstorming examples to activate your ideas.
Open examples