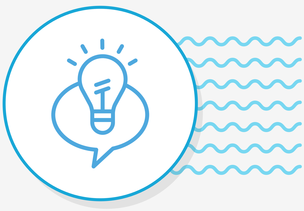
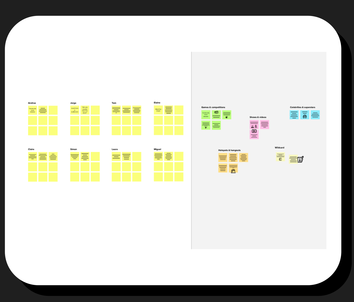
Template



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



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.

10 minutes

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

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers 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

PROBLEM

Video will not play/playback is slow or choppy/error message appears

Key rules of brainstorming

To run an smooth and productive session

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

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

Update your web browser. Make sure you're using the latest version available.

Update Adobe Flash Player. If you're watching YouTube videos on your computer, you will need the latest version of Adobe Flash Player for videos to work correctly. You can download it here for free

Wait 30 minutes and try again. Sometimes YouTube videos may not load correctly because of high traffic. The issue may resolve itself after 30 minutes

Person 2

Ensure you have access to YouTube on your network. If you're using a computer at school, a library, or another public computer lab, your access to YouTube may be blocked or limited.

Choose a lower-quality setting. If you don't have a very fast Internet connection, YouTube may struggle to play videos in higher quality.

To change the video quality, click the **Gear** icon near the bottom-right corner of the video player, then select a lower quality setting, such as **360p** or **240p**.

Person 3

Disable hardware acceleration. To do this, right-click the video and select **Settings > Disable Hardware Acceleration**

you can also try restarting your modem or router ,update your browser to the latest version

check your internet speed if you are using a slower internet connection try closing other browsers ,tabs,and apps.

Person 4

many YouTube videos won't play issues happen due to web browser issues. **Reloading the YouTube video page may solve this issue**. If not, you will need to update your web browser or clear the cache. Using another web browser is also a good choice

Then, you can wait to see whether the YouTube video can be loaded successfully. If this solution works, you can raise the video quality a little bit once until you find the highest quality your network connection can stream.

If the YouTube video quality is set as high, it will take a long time to load the YouTube video when the network connection is slow. To make the YouTube video play, you can adjust the YouTube video quality to a low level.

Person 5

Person 6

Person 7

Person 8

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 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.

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4

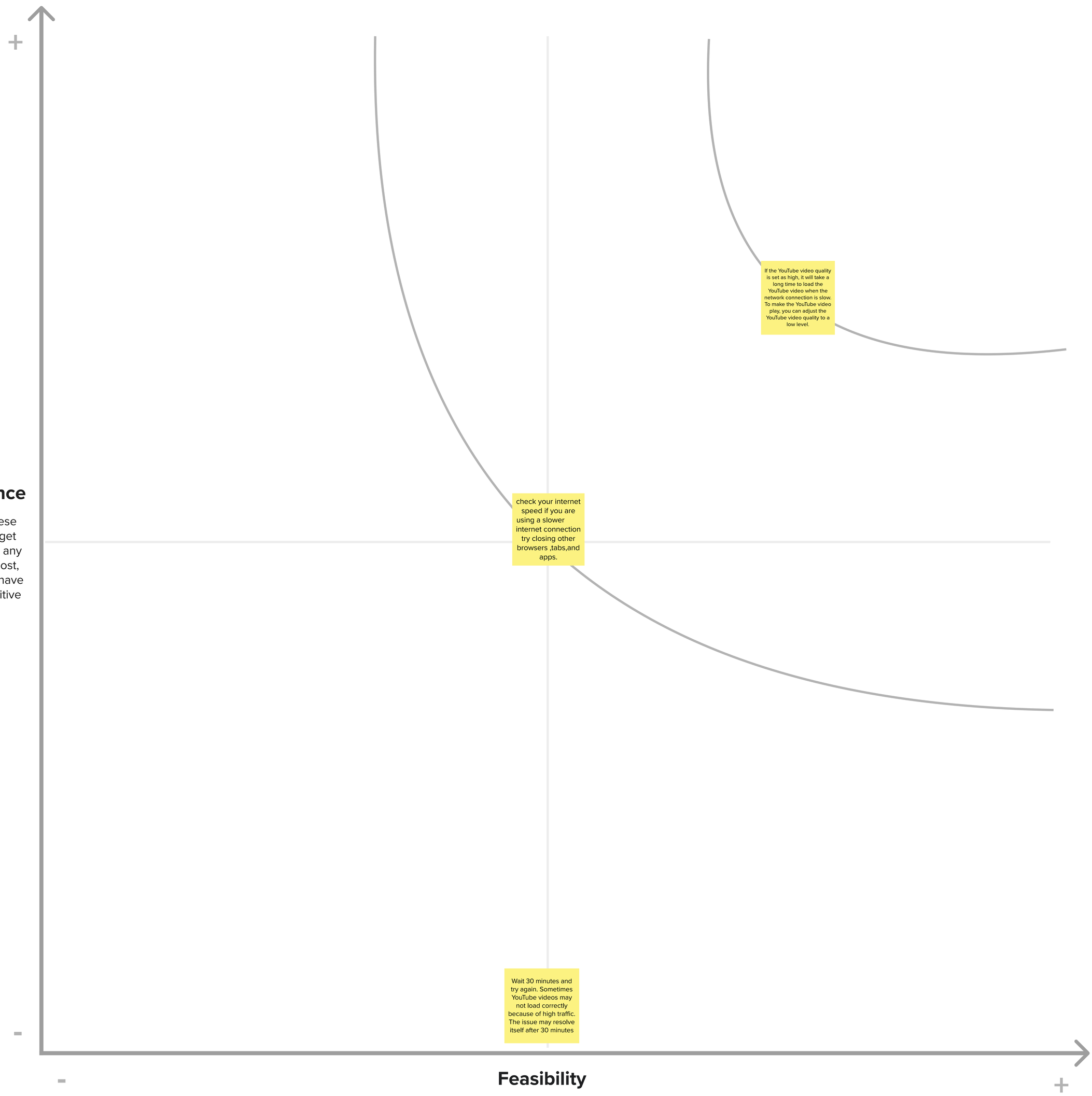
Prioritize

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 confirm the spot by using the laser pointer holding the **H key** on the keyboard.

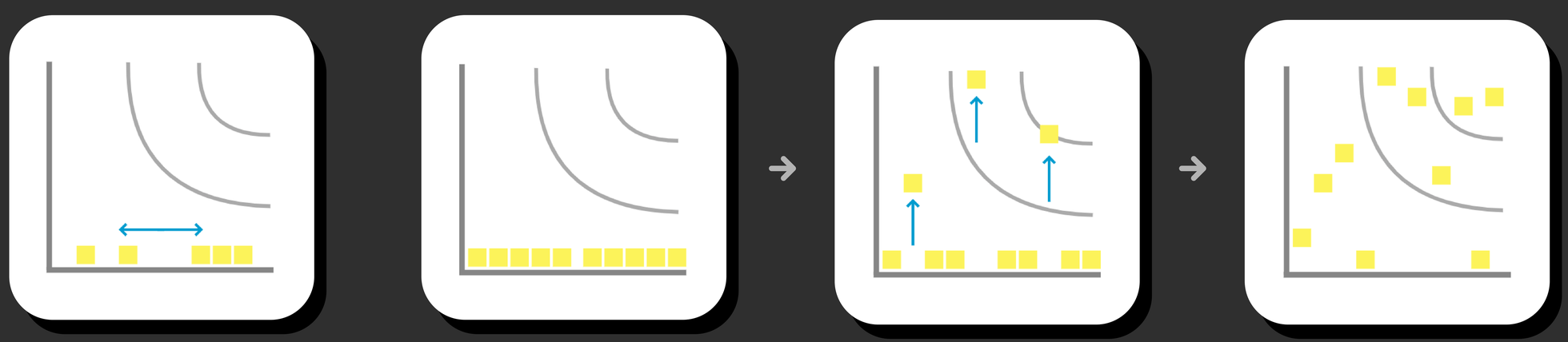


Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

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

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **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