



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 template. Here's what you need to do to get going:

-  **Set resources**




Team gathering

Invite who should participate in the session and send out invites. They'll receive 15 minutes before the session. Email




Get the goal

Here, ask the problem you're not focusing on solving in the brainstorming session.



Learn how to use the facilitator's hand

Go to the Facilitator Responsibilities for a full template and guide on how to use it.

[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 lay the focus of your brainstorm.

→ [Learn more](#)

How can we
solve this problem?

2

Key rules of brainstorming

Be not an uncritical and productive session

- More is more
- Quantity over quality
- Don't judge
- Go for volume
- Encourage wild ideas
- Listen to others
- It's possible, try it out!

1 Brainstorm

You'll discover ways to solve that issue to record that addresses your problem statement.

[10 Minutes](#)

Tip
The user will be able to create a new profile and connect to other profiles in their account.

Person 1

- I want to create a new profile
- I want to connect to other profiles
- I want to see a dashboard

Person 2

- I want to connect to other profiles
- I want to see a dashboard
- I want to create a new profile

Person 3

- I want to connect to other profiles
- I want to see a dashboard
- I want to create a new profile

Person 4

- I want to connect to other profiles
- I want to see a dashboard
- I want to create a new profile

Person 5

- I want to connect to other profiles
- I want to see a dashboard
- I want to create a new profile

+

[illegible]

8

Primitives

You have been asked to place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance

Level of effort, time and cost you are willing to invest in the scenario

Feasibility

Probability of the scenario, given the resources available to you (other than your own creativity and ideas)

Top-Left Quadrant:

In the past, our best scenarios, the discounters, did not have evidence to back them up. In our current scenario, the only other scenario that came forward was that we should invest in the no-subsidize mission.

Top-Right Quadrant:

20% of our customers are not interested in the no-subsidize mission. However, 70% of our customers are interested in the no-subsidize mission. The discounters are not interested in the no-subsidize mission. The discounters are not interested in the no-subsidize mission. The discounters are not interested in the no-subsidize mission.

Bottom-Left Quadrant:

Our average, no-subsidize mission scenario is the one that we have discussed the most. It is the one that we have discussed the most. It is the one that we have discussed the most. It is the one that we have discussed the most. It is the one that we have discussed the most.

Bottom-Right Quadrant:

Following the discounters, the mission is not to enter 20 out of 20 no-subsidize mission. Following the discounters, the mission is not to enter 20 out of 20 no-subsidize mission. Following the discounters, the mission is not to enter 20 out of 20 no-subsidize mission.



After you collaborate

You can export the results as an image or PDF to share with members of your company who registered in Google.



Quick add-ons

**Share the result**
Share your link to the results with collaborators to keep them in the loop about the outcomes of the project.

**Export the data**
Export the results as a PDF or PPT to attach to emails or use them as a slide in your Pitch Deck.



Keep moving forward

**Survey feedback**
Define the core elements of a new idea or strategy.

**Customer experience journey map**
Visualize customer needs, expectations, and attitudes for an experience.

**Strengths, weaknesses, opportunities & threats analysis**
Analyze strengths, weaknesses, opportunities, and threats (SWOT) to identify a plan.



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