

**Template**

# Brainstorm & idea prioritization

Our brainstorming sessions help the team collaboratively explore ideas, understand real-world challenges in online learning, and shape FreelanceFinder into a secure, structured, and scalable Learning Management System—even when team members are not physically present in the same location.

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

**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

**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!

**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 break it up into smaller sub-groups.

5 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.

20 minutes

**TIP**  
Participants can tap the sticky notes to drag them to where sticky notes should go on the grid. The facilitator can add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**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.)

**Key rules of brainstorming**  
To run an smooth and productive session

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

Team gathering  
Team members involved in this session include developers, UI/UX designers, and project stakeholders. The team shares real-life experiences related to online learning challenges, course management difficulties, and user security concerns to build a common understanding before brainstorming.

Set the goal  
The goal of this brainstorming session is to identify user problems and generate innovative ideas for building FreelanceFinder—a secure, structured, and user-friendly system that ensures easy navigation, role-based access, progress tracking.

Learn how to use the facilitation tools  
The team follows standard brainstorming rules such as encouraging open discussion, avoiding early judgment, listening to all ideas, and balancing creativity with technical feasibility to ensure a productive and focused session.

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