

Brainstorm & idea prioritization

Use this template in your next 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

15 minutes to brainstorm

10 minutes to summarize

1

Before you collaborate

A little bit of preparation goes a long way with the session. Here's what you need to do to get going.

1. Set the agenda

2. Set the ground rules

3. Set the objectives

10 minutes

2

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.

1. Write down the problem statement

2. Write down the objectives

3. Write down the constraints

10 minutes

3

Brainstorm

What ideas are there that come to mind that address your problem statement?

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

4

Group ideas

Now that sharing your ideas with clustering similar or related ideas is over, go. Group all ideas into four main groups: give each cluster a sentence that starts with "I would like to see...".

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

5

Prioritize

Now that you've grouped all the ideas on the brainstorming sheet, it's time to prioritize. Use the matrix below to rank your ideas based on their importance and feasibility.

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

6

After you collaborate

Now that you've brainstormed and prioritized your ideas, it's time to start working on them. Here's what you need to do to get going.

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

1

Before you collaborate

A little bit of preparation goes a long way with the session. Here's what you need to do to get going.

1. Set the agenda

2. Set the ground rules

3. Set the objectives

10 minutes

2

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.

1. Write down the problem statement

2. Write down the objectives

3. Write down the constraints

10 minutes

3

Brainstorm

What ideas are there that come to mind that address your problem statement?

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

4

Group ideas

Now that sharing your ideas with clustering similar or related ideas is over, go. Group all ideas into four main groups: give each cluster a sentence that starts with "I would like to see...".

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

5

Prioritize

Now that you've grouped all the ideas on the brainstorming sheet, it's time to prioritize. Use the matrix below to rank your ideas based on their importance and feasibility.

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes

6

After you collaborate

Now that you've brainstormed and prioritized your ideas, it's time to start working on them. Here's what you need to do to get going.

1. Write down all ideas

2. Write down all ideas

3. Write down all ideas

10 minutes