



# 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




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## 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**

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**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

How might we buy flight tickets in lowest cost?



## Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.




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 [switch to sketch] icon to start drawing!

Safara  
Beevi.K

|  |   |   |
|--|---|---|
| We need historical data on flights and fares to build an accurate model for price forecasting          | If you are an OTA or travel platform , you can use your own search engines as a source of destination | If it is a cross flight the price will be decreased |
| Using Daddag booking only at an urgent manner, otherwise use ordinary booking less consumption of cost |   |   |
|  |   |   |

Sangavi.G

|                                       |   |  |
|---------------------------------------|---|--|
| Booking flight ticket earlier         | Think about which is smallest distance from source to destination | Price comparsion between different airline companies website |
| Book the ticket when the price is low |   |  |
|                                       |   |  |

Sarusri.V

|  |   |   |
|--|---|---|
| Airline decide ticket prices for their demand and distance         | The best time to book on any given day is around 5.am | The prediction will help a traveller to decide a specific airline as per his budget |
| Strong focus on price-sensitive traffic, mostly leisure passengers |   |   |
|  |   |   |

Rajeshwari.B

|  |  |  |
|--|--|--|
| Passenger want to buy at lowest price possible | Don't pay extras such as reserving particular seats and meal | Avoid choosing weekends for travelling |
| Follow airline social pages and newsletters    |  |  |
|  |  |  |

Person 5

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |

Person 6

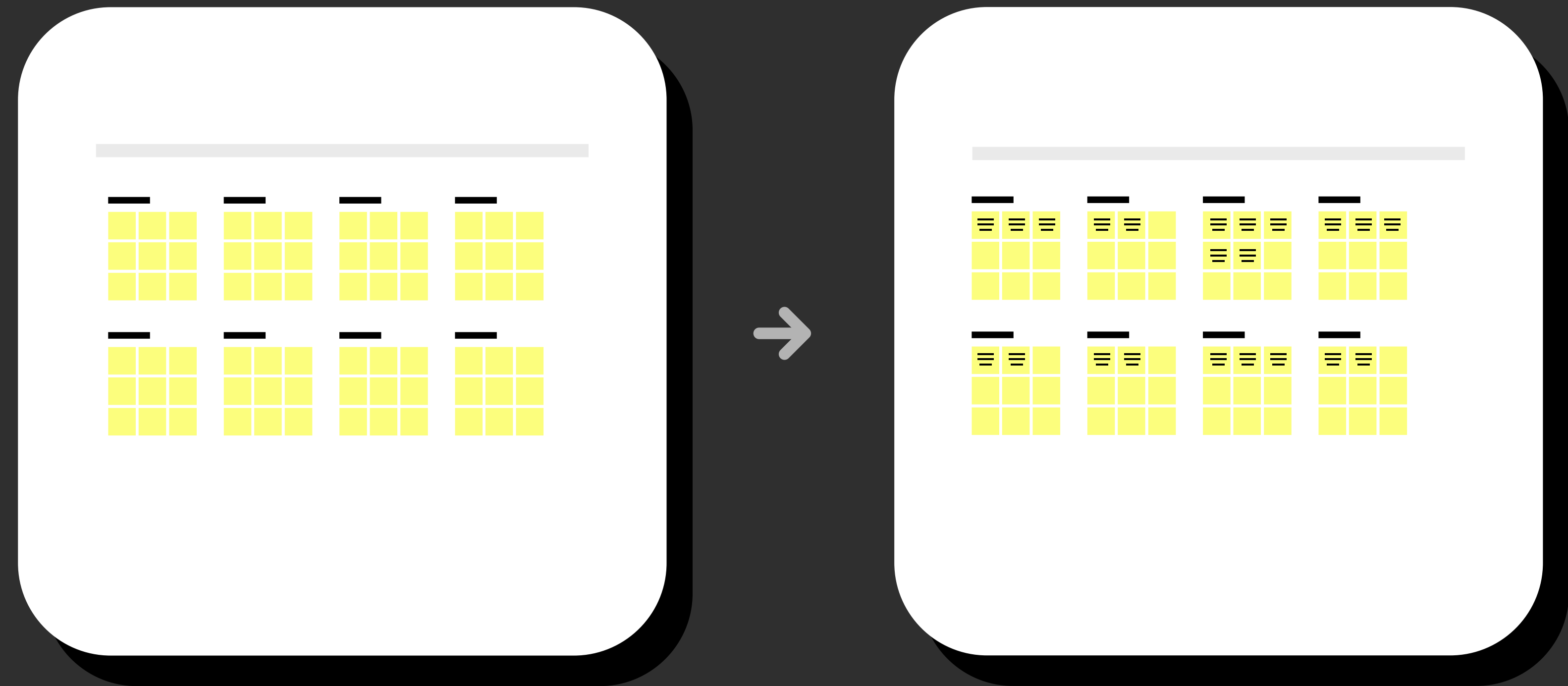
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Person 7

|  |  |  |
|--|--|--|
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|  |  |  |
|  |  |  |

Person 8

|  |  |  |
|--|--|--|
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|  |  |  |






### Group ideas

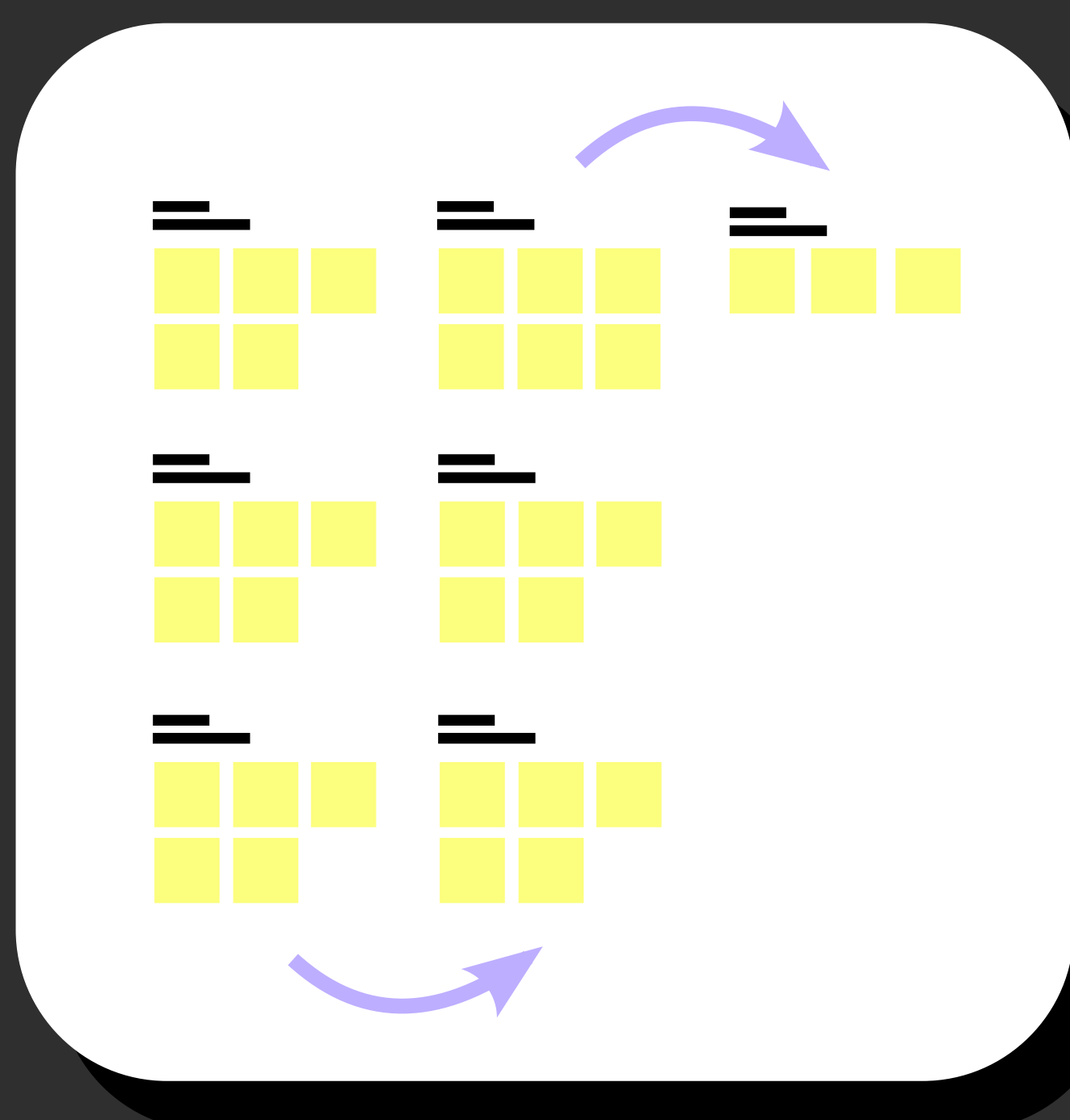
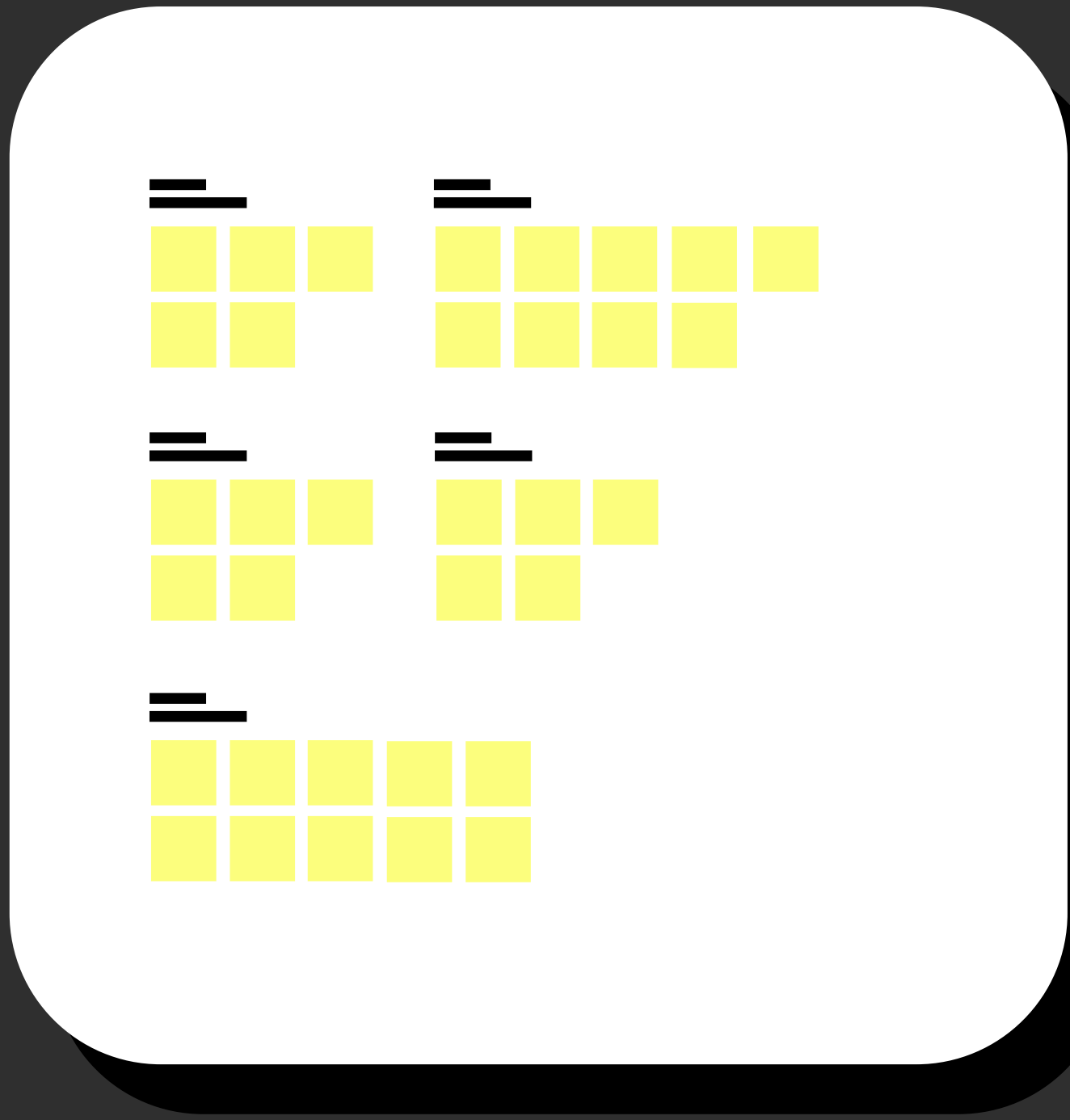
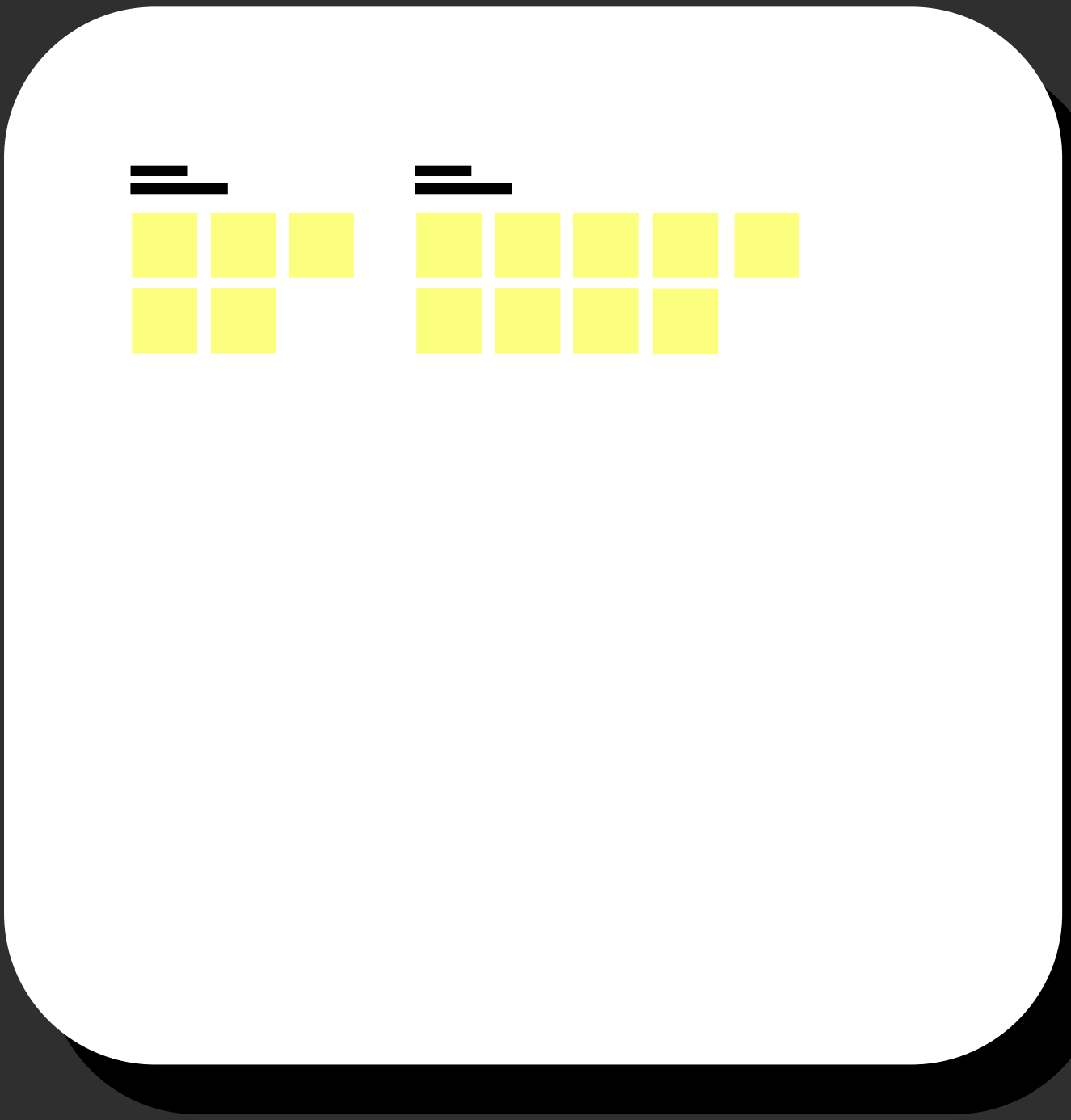
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

 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.

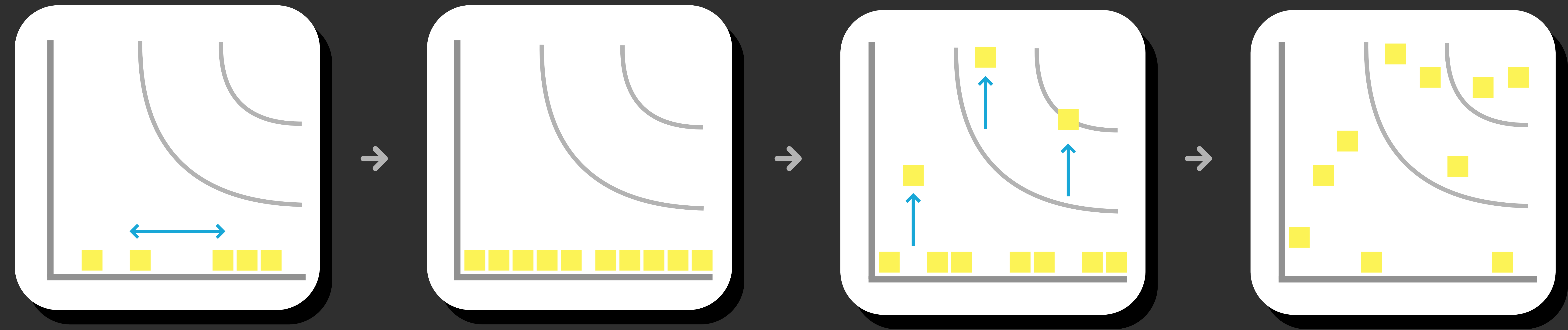
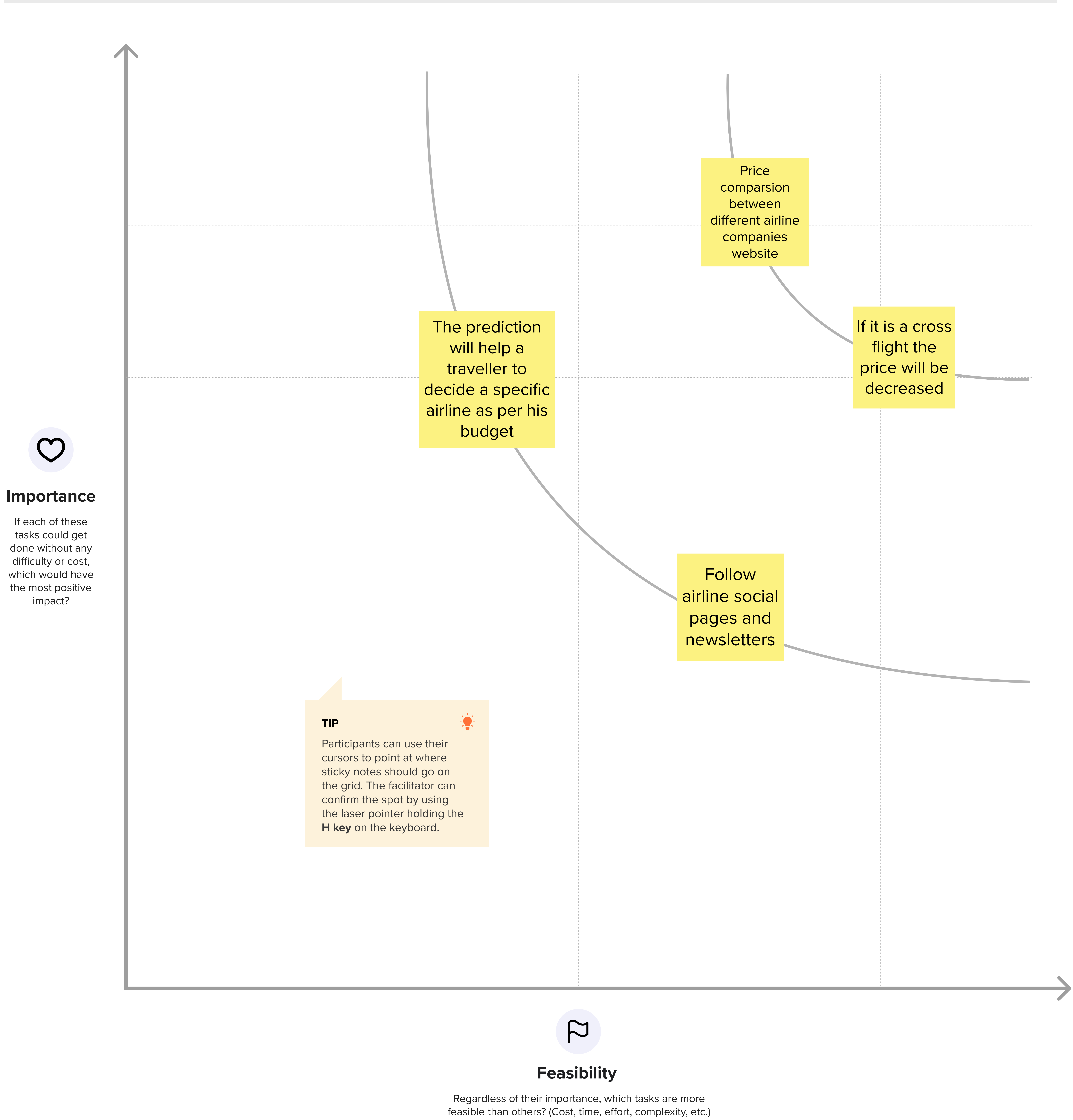
1.Think about which is smallest distance from source to destination  
2.We aim to book the ticket early



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





## 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.

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### 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.

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### 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 →](#)

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