Brainstorm & idea prioritization

Use this template in your team's brainstorming sessions to capture ideas, identify priorities, and develop a focused action plan.

Time required: 60 minutes
Suggested attendees: Product Manager, Marketing Lead, Sales Lead, Customer Support Lead, Analyst, Designer, Engineer, Customer

Define your problem statement

Keep it short and focused. Use the template: "How might we [action] for [customer] who [need] because [insight]?"

Brainstorm

Write down any ideas that come to mind that address your problem statement.

Group ideas

Take turn sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a title.

Prioritize

Your teams will now review the ideas and cluster that have been created in the previous step. Place them on the priority matrix below based on their impact and feasibility.

Define your solutions

Your team should now have a shared understanding of how to solve the problem you are trying to address.