# IDEATION & BRAINSTROMING MAP:

**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

To predict how customer behaves, using ML

Flask framework implemented for web application

**4**

**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

Giving priority for security

Making the ML model accurately

♡ Importance

Not be cumbersome in project workflow

To predict how customer behaves, using ML

⚑ Feasibility

**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.

**Quick add-ons**

**Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**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.

**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 →

Share template feedback

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**Template**

**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

Share template feedback

**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

**Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

**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 to handle that customer leaves?, and keeping it minimal

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

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

**2**

**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!

Person 1   Person 2   Person 3   Person 4

Person 5   Person 6   Person 7   Person 8

**Need some inspiration?**
See a finished version on all this template to kickstart your work.
Open example →