

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



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.

① 10 minutes

Team gathering

Set the goal

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

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

Open article →

productive session.

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 5 minutes

PROBLEM

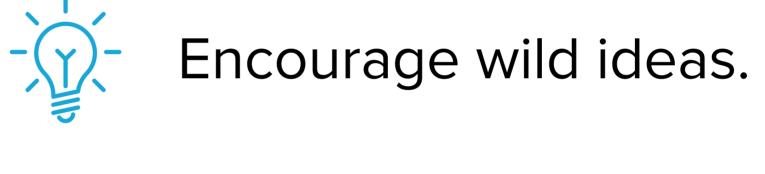
Many of its users face the problem of cancellation by the driver or non-availability of cars.



Key rules of brainstorming

To run an smooth and productive session













If possible, be visual.



Brainstorm

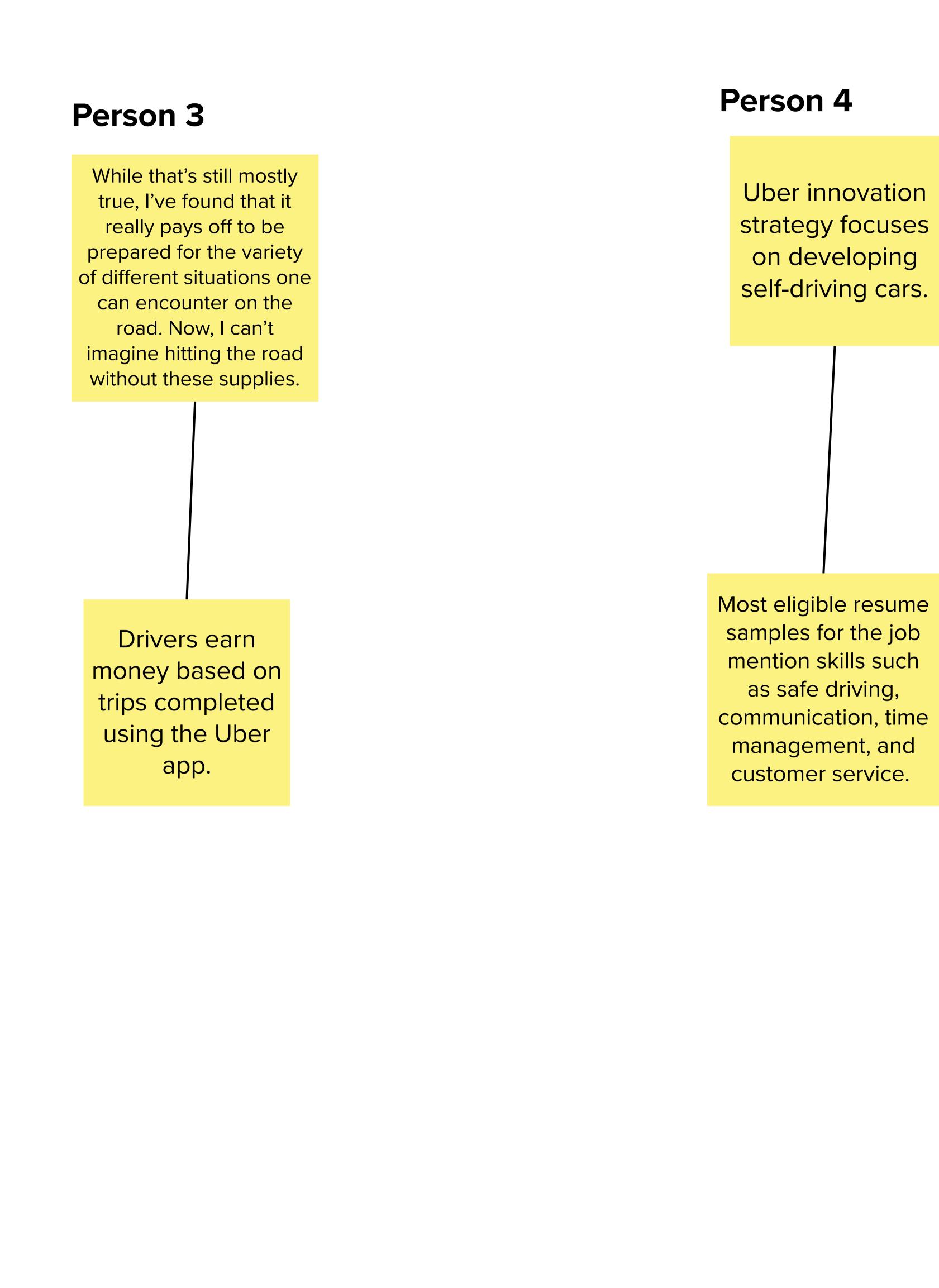
Write down any ideas that come to mind that address your problem statement.

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 2 Person 1 As a driver, you Uber is a use your technology vehicle to pick up platform that riders and drive connects drivers them to preferred and riders. destinations. According to To create a Statista, the global rideshare app, ridesharing market begin by identifying is projected to grow the app's purpose, at a CAGR of 22.3% target audience, from 2020 to 2027. and unique features. When I first started driving, I thought all Design an intuitive I would need was interface for drivers and my car, my phone, a passengers. Develop essential features like steady hand on the real-time tracking, driver/ wheel, and my passenger matching, payment integration, and favorite t-shirt.2

ratings/reviews.



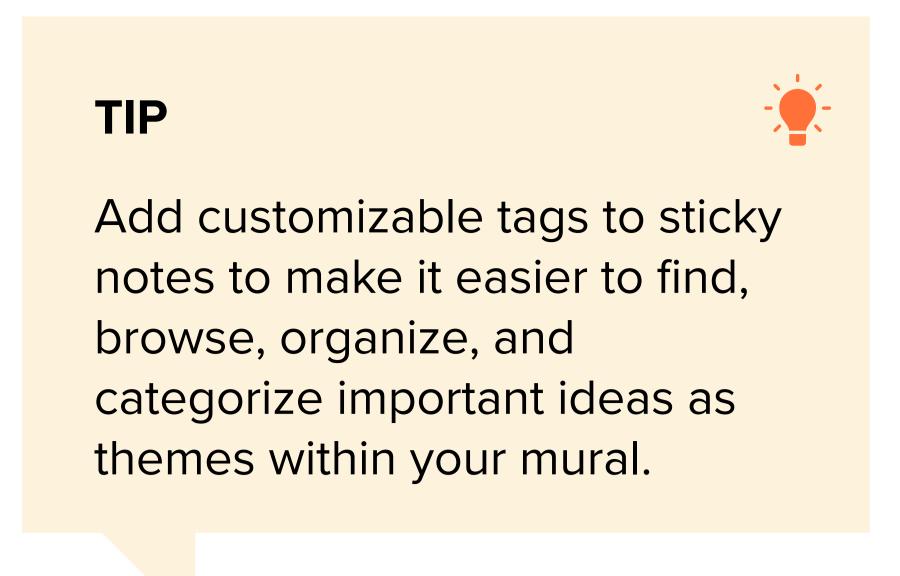




Group ideas

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



TUber is a technology platform that connects drivers and riders.

According to Statista, the global ridesharing market is projected to grow at a CAGR of 22.3% from 2020 to 2027.

When I first started driving, I thought all I would need was my car, my phone, a steady hand on the wheel, and my favorite t-shirt.2

As a driver, you use your vehicle to pick up riders and drive them to preferred destinations.

To create a rideshare app, begin by identifying the app's purpose, target audience, and unique features.

Design an intuitive interface for drivers and passengers. Develop essential features like real-time tracking, driver/passenger matching, payment integration, and ratings/reviews.

While that's still mostly true, I've found that it really pays off to be prepared for the variety of different situations one can encounter on the road. Now, I can't ima/gine hitting the road without these supplies.

Drivers earn money based on trips completed using the Uber app.

Uber innovation strategy focuses on developing self-driving

Most eligible resume samples for the job mention skills such as safe driving, communication, time management, and customer service. ype your heading...



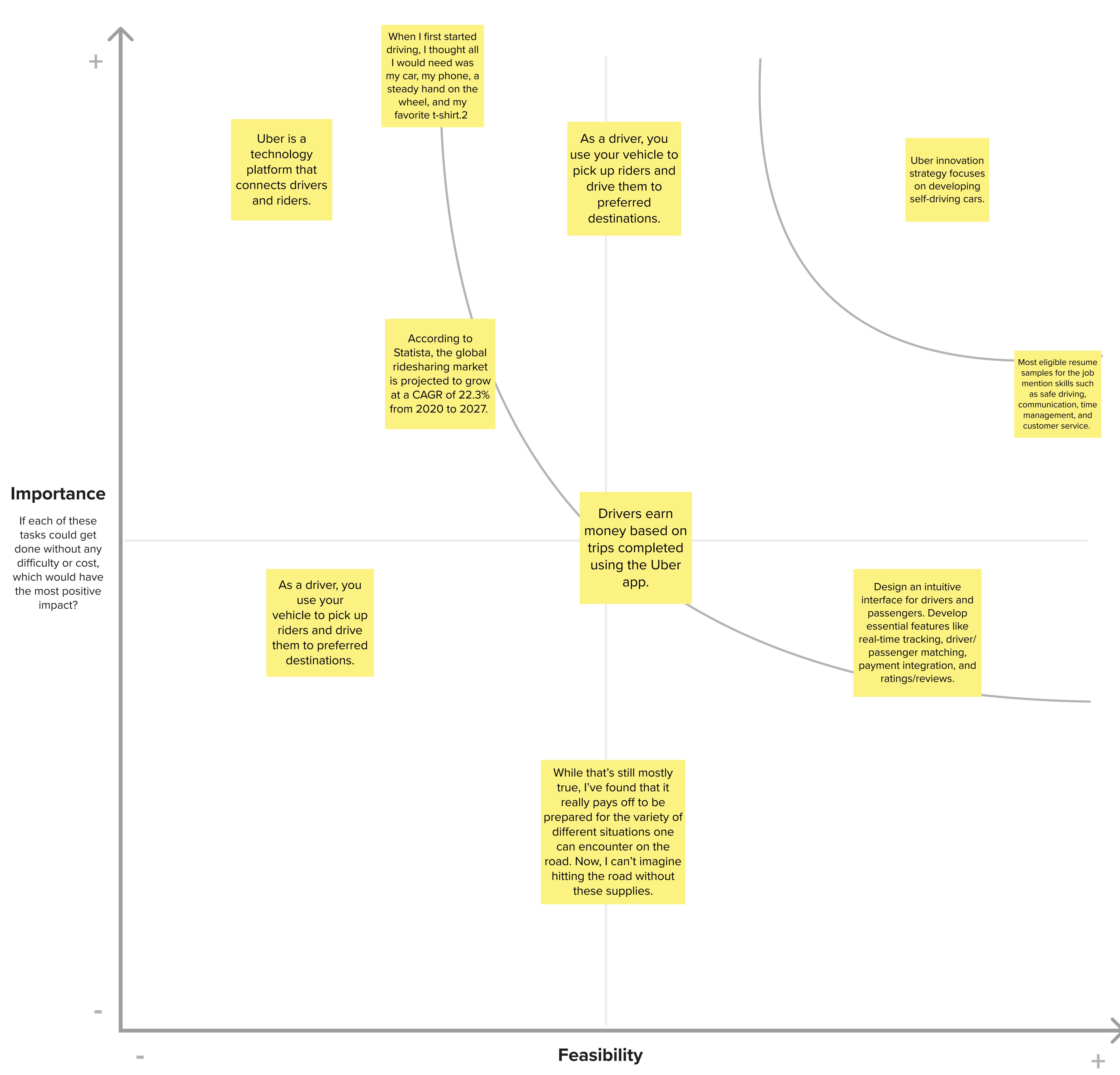
Prioritize

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.

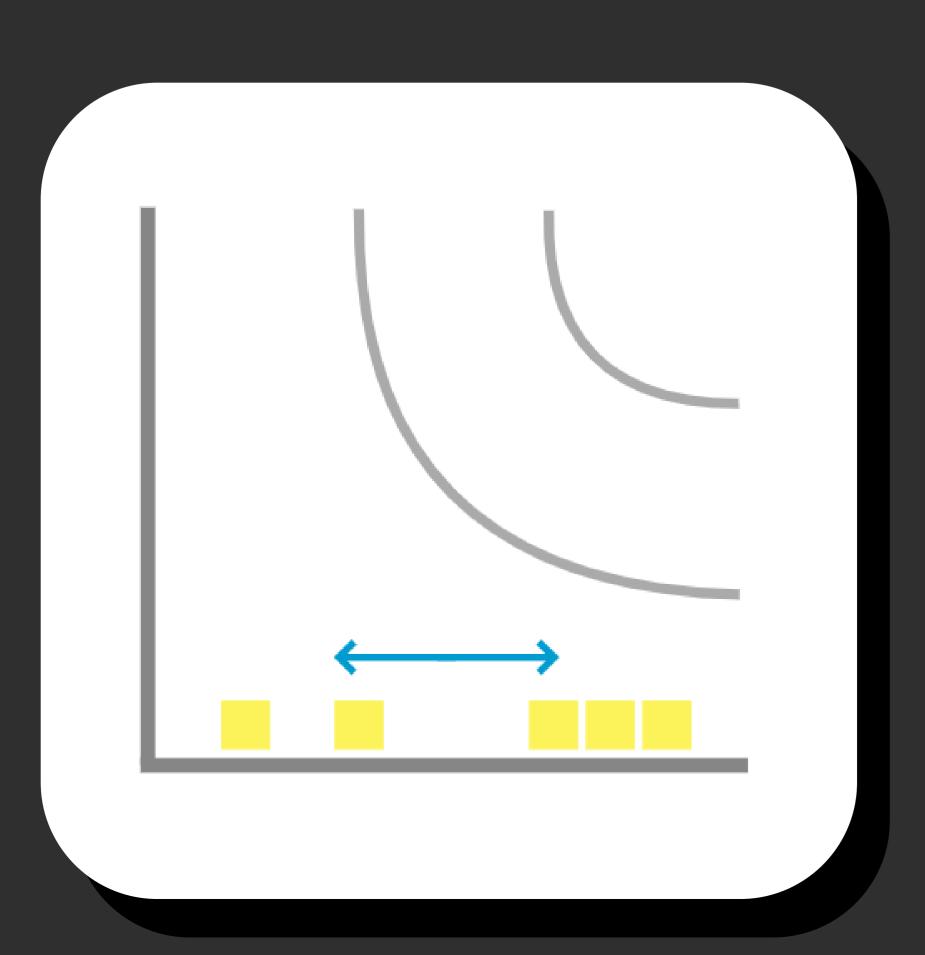
① 20 minutes

TIP

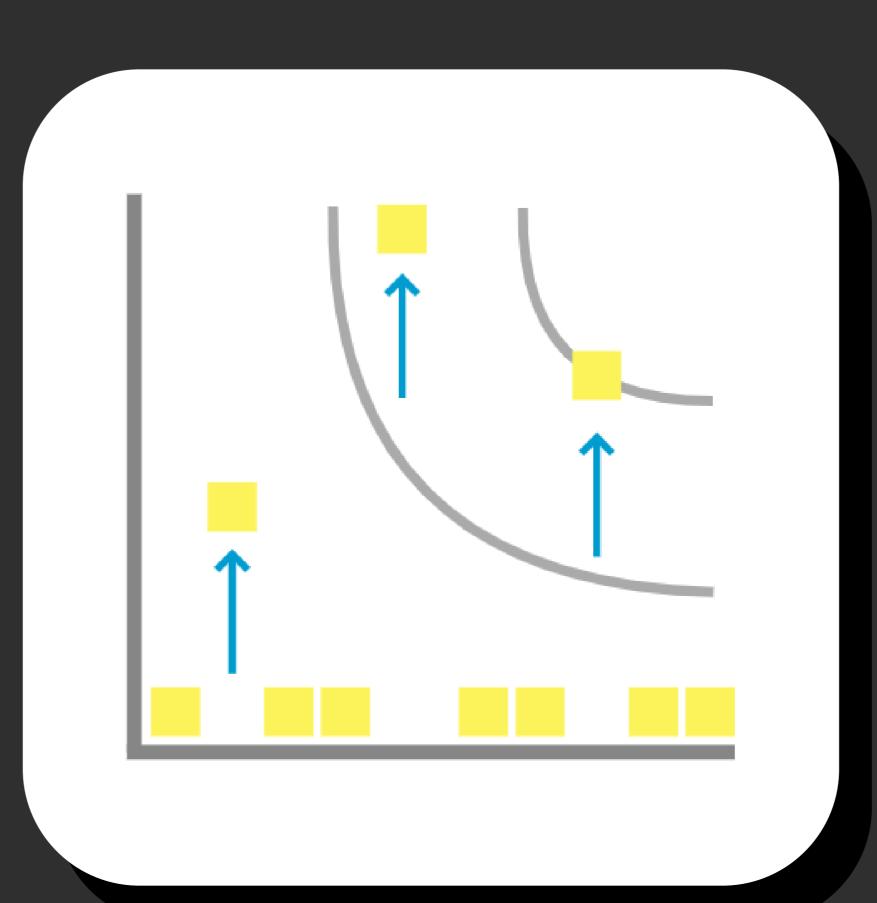
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

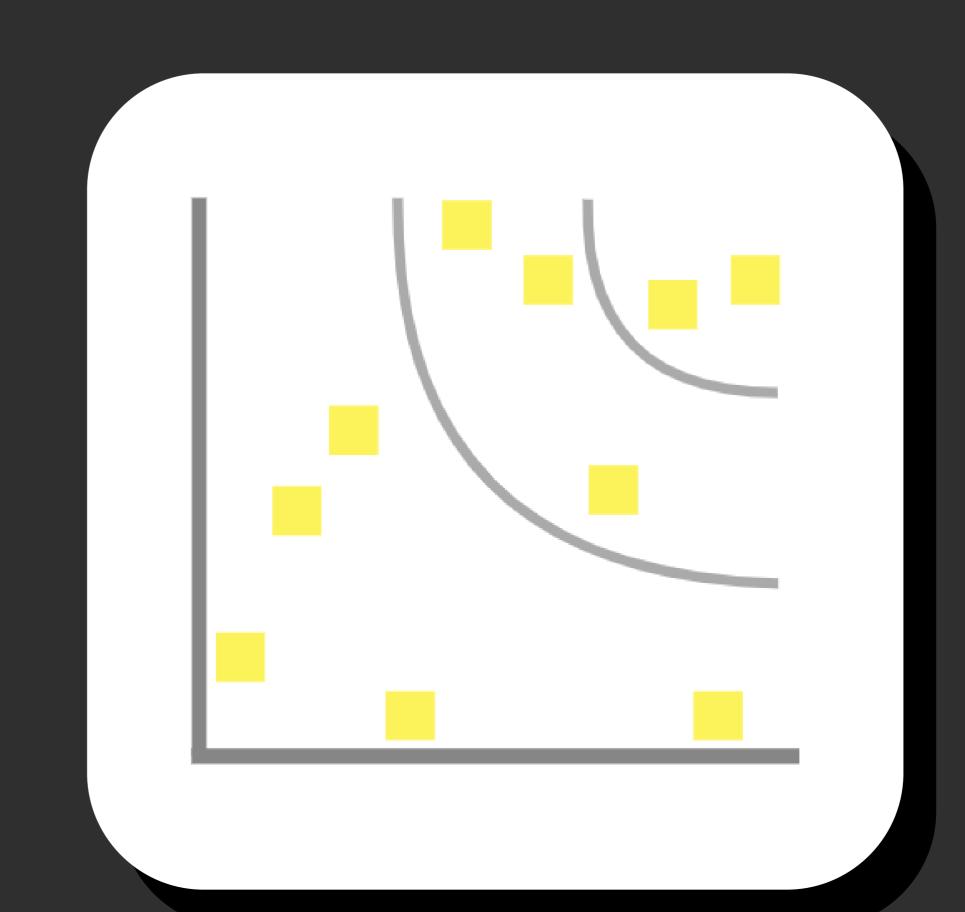


Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)











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 →

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