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

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 Miro templates to accelerate your brainstorming session.

Open article

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
1. market insight • the discovery of a market, unmet/ill-met/underserved customer need, about a target market or the craft of a specific industry/sector/field
2. the ability to see/connect the dots/ideas and apply understanding to that problem or opportunity in a way that is novel, or at a time/in/for a place/space/market or context that is an unsatisfied customer need and/or in competition.

Key rules of brainstorming
To run an smooth and productive session

- Stay on-topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 [edit] to switch over to text mode.

Person 1

Customer needs are the psychological and physical motivations that make someone want to purchase a product or service and stay loyal to that business.

Customers today need quick and convenient ways to reach support online.

If a person is looking for an appliance to cook their food, then they will read reviews from various websites on appliances before making a purchase decision.

Person 2

Growth markets present opportunities for business to expand into new geographic areas or product categories.

A growth strategy is an organizations plan for overcoming current and future challenges to realize its goals for expansion.

Consumer behaviour can also affect the fortunes of specific industry.

Person 3

Analyzing spending behaviour helps you identify any changes in your spending habits.

The increase in consumer spending this term helps the economy sustain its expansion.

Consumer behaviour impacts the economy in several ways. Here are some of the mokost significant
1. Pricing and inflation.
2. Industry trends.
3. Investments.
4. Economic policies.
5. Spending patterns.

Person 4

The rising opportunity of social media let to a rise in demand for social media scheduling tools.

For market growth opportunities, Expansion of access to resources, such as new products and services, capital and people.

It allows companies to identify potential sources of revenue, gain a better understanding of their target customers, and develop strategies for gaining and retaining those customers.

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 multiselect tags to sticky notes to make it easier to find, recall, and see patterns. Learn more about multiselect tags and Memos within your mural.

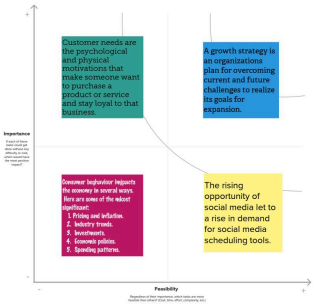
Expansion of access to resources, such as new products and services, capital and problem etc.
Change in customer experience; enhanced customer service.
Creation of new markets for the companies products or services.
Growth markets present opportunities for businesses to expand into new geographic areas or product categories.

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

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can see their cursor moving and the name pointer holding the **P key** on the keyboard.



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

Need some inspiration?
Take a theoretical session through Miro's Ideation Workshop template.
Open example