



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
- 👤 3-8 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



1. Invite gathering

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



2. Set the goal

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



3. Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive 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

"Streamlining the Last-Mile Delivery Process to Improve Delivery Time and Food Quality, While Ensuring Optimal Cost Efficiency."



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.

2

Brainstorm

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

10 minutes

10
You have about 10 minutes to brainstorm ideas that address your problem statement.

Problem 1

Problem 2

Problem 3

Problem 4

3

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 10 sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

20
You have about 20 minutes to share your ideas and group them into clusters. If a cluster is bigger than 10 sticky notes, try and see if you can break it up into smaller sub-groups.

User Experience Enhancement

Improve the user experience by making the interface more intuitive and easy to use. This can be achieved by simplifying the navigation and reducing the number of steps required to complete tasks.

Onboarding and Payment Conversion

Streamline the onboarding process to reduce friction and improve the user's first experience. Additionally, optimize the payment flow to increase conversion rates and reduce cart abandonment.

Retention and Customer Relationship

Implement a loyalty program to reward repeat customers and encourage repeat purchases. Use personalized recommendations to keep users engaged and interested in the platform.

Customer Support and Engagement

Improve customer support by providing multiple channels for assistance and ensuring quick response times. Engage with the community through social media and forums to build a strong brand identity.

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

TIP

Participants can use their mouse to put it where sticky notes should go on the grid. The facilitator can make the spot by using the laserpointer holding the H key on the keyboard.

