



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

A

Team gathering

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

B

Set the goal

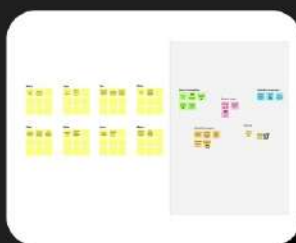
Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)



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

Book covers aren't just there to look pretty. They exist to tell the reader by communicating what the reader should expect. It needs to catch the reader's eye as well as imagine so that they turn the all-important first page.



Key rules of brainstorming

To run a 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

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

Get to know the author
If the author has an established look or feel, then previous past colors, stock with the brand brand recognition. If it's a debut novel, think about a design that reflects the writing style.

A lighthearted illustration
could be good for a humorous while a refined design may be better suited for an intellectual. The personality should be present, even if it's just the choice of font you use for their name.

For example, showing an image of a rose with for a book titled "Lone Wolf".
You only have two key elements to work with (design and title) so don't waste an opportunity by having them double up.

Identify key themes
Once you're familiar with your content, it's time to pick up on the key themes, symbols, ideas, characters, or settings that can be visualized in some way. If the book has an underlying dark theme, perhaps you could use a monochromatic palette. Or if there's a recurring character, symbol, it could be the centerpiece of your cover.

Consider where the book will be sold
Are you primarily online? Then it's a different design for print and e-books. If you're focusing attention on the digital market, have your cover look a little more sleeker as a small thumbnail.

Form is your friend
consider what size the book will be featured on a large site or a large book may be more appealing. Remember, branding is a visual experience. Consider designs that make you want to pick them up.

Understand the content
Fiction tends to use evocative imagery while non-fiction uses images more relevant to the subject matter. In both cases, avoid the 'see-saw' rule of depicting an image too similar to the title.

Acknowledge the genre
Different genres have an established design style to help readers easily identify books they're into. While you may disagree, doing so isn't a bad thing. It will help it stand out. A good reminder: you really want to be the first one to see the book, not the last.

Illustration
Illustrations often are an added, they can carry almost any tone. Old fashion illustrations can be soft and gentle, while graphics can be cutting edge and modern. Illustration is one where you need to think a photograph just won't do.



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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Photography

Photographs are great to alter, adjust, and combine to create a raft of different designs, solutions, and effects. Choose an existing photo or add your own. Work with the shape and colours, ensuring the type doesn't fight against your image but instead complements and enhances it.

Type

Type is important, especially with book covers. There are a lot of 'rules' concerning type (here's a list of 20 common ones), and of course, you're always able to break, bend, or follow these rules as needed, but consider the hierarchy (title should lead) and contrast with the design, making sure your type is legible.

A well-designed book cover is important because it serves as the face of the book, and entices readers to purchase it. A book cover uses design elements like color, font, images or illustrations to reflect key themes that are relevant to the text, and helps readers to understand a little more of what it's about.



4

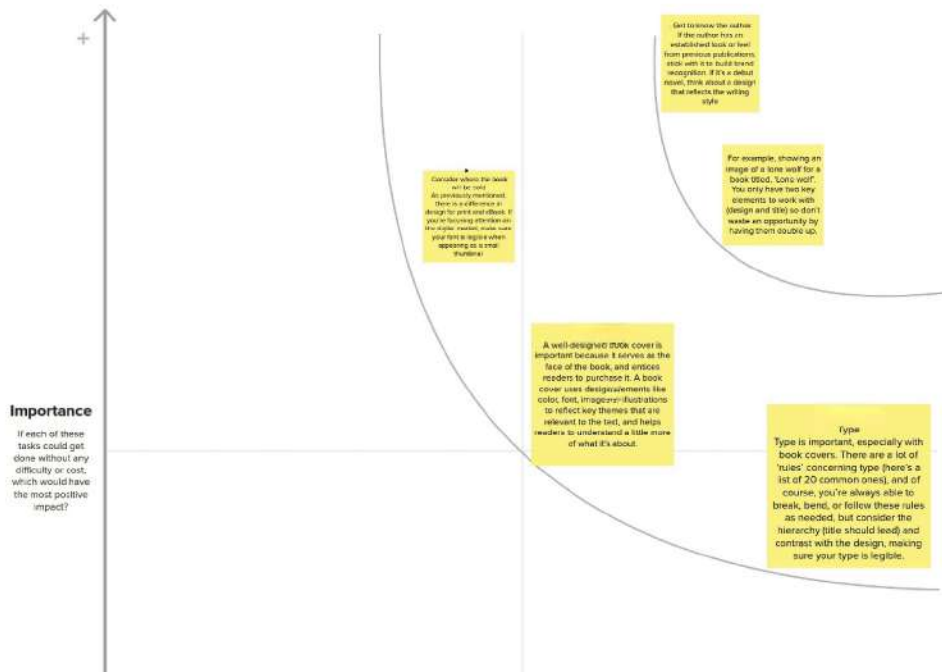
Prioritize

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 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.



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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