



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
- 2-4 people recommended

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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 what will matter. Share relevant information as far as you can.

Set the goal

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

Learn how to use the facilitation tools

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

Open a link

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Define your problem statement

What problem are you trying to solve? Frame your problem as a "How Might We" statement. This will further focus of your problem.

5 minutes

Remember
How often we identify and capture product problems is exponentially using many tools to improve customer experience and boost profit.



Key rules of brainstorming

Do not go outside and produce ideas on

- 1. Stay on topic
- 2. Encourage wild ideas
- 3. Build on others' ideas
- 4. Critique to others
- 5. Stay focused
- 6. If possible, be visual

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Brainstorm

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

10 minutes

Tip
Try not to limit the time and let the session flow as naturally as possible.

Som Sempreeth

Group 1: Best coffee in the world
Able

Group 2: Best coffee in the world
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Group 3: Best coffee in the world
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Group 1: Best coffee in the world
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Chaitanya Lakshmi

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Group 8: Best coffee in the world
Able

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Group ideas

Take notes during your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence like below. If a cluster is bigger than six sticky notes, try to break it up into smaller sub-groups.

30 minutes

10

After clustering sticky notes into clusters, make it easier to move around by using a marker, paper tape, or pushpins to separate clusters as needed when you think.

Sales Performance

- Analyze foot traffic vs product sales
- Track sales trends month-wise
- Identify high and low-performing products
- Compare sales between Branch A, B, and C

Placement Strategy

- Compare product placement, endcap vs aisle vs shelf
- Study how placement affects customer purchase decisions
- Find which product categories do best in each position
- Recommend ideal position per category

Customer Behavior

- Study sales by customer type (Member vs Normal)
- Compare gender-based purchase trends
- Analyze product preferences across cities
- Use demographics to create customer profiles

Visualization & Interactivity

- Add filters for branch, city, product category
- Use interactive dashboards with story points
- Include tooltips for better insights
- Design layout to highlight key metrics

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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.

30 minutes

10

Participants can use this template as a guide to place sticky notes about go-to ideas for the business. The template can be used for planning using the data gathered during the 30-day customer journey.

