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
- 2-6 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 out invite. Share relevant information so you're well 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 Facilitation Superpowers to run a happy and productive session.

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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 be the focus of your brainstorm.

⏱ 5 minutes

Key rules of brainstorming
To run an smooth and productive session

- Stay in 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

Som Sampreeth

Dharmika

Chaithanya Lakshmi

Lahari

Roshan

③ Group ideas

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

④ Prioritize