






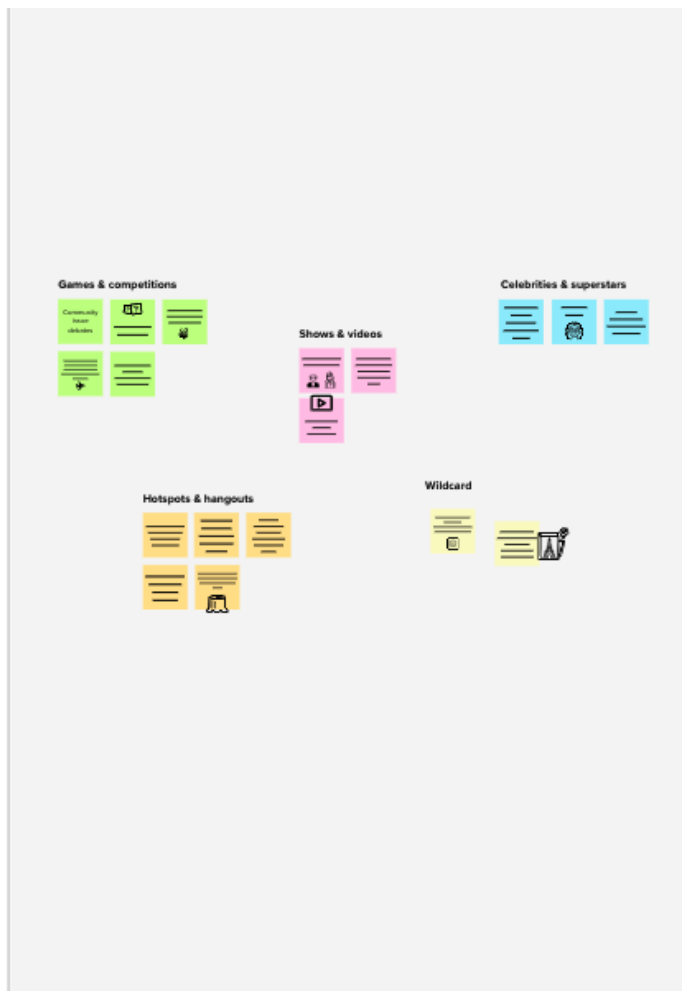
# Brainstorm & idea prioritization

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




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## Need some inspiration?

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

[Open example](#) 



# 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](#) 

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

PROBLEM

How might we [your problem statement]?



## 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.

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!

Arthi.K

specify the business problem	business requirements	literature survey
data collection	data preparation	model deployment
data analysis	model building	testing model

Sunobiya barveen.S

security risk can be reduced	Spam filters are algorithms that detect unsolicited mails	block those messages from reaching inboxes
detection capabilities	Spam filters do a lot of work.	undesired or infected emails
unsolicited communication sent in bulk	spam is a fraudulent or malicious scam	Spam messages often come in the form of harmless mails.

lishalini.B

Computer science	Computer security	Computer privacy
Analysis of algorithms	Machine learning	Neural networks
robust antispam filters.	Support vector machines	upsurge in the volume of unwanted emails called spam

Bhuvaneshwari.M

unsolicited digital communication sent out in bulk.	a spam filter looks for specific criteria on which to base its judgments	spam filtering tools to minimize the risk of distributing spam
subject lines of messages	hosted in the cloud	different spam filtering solutions available
Blocklist filters.	block headhunters	email content is often predictable

Vaishnavi.R

Computer spam	text spam	call spam
Spam is unwanted	Spam is not a virus	spam emails or messages may include phishing or malware
it's also a threat	Spam is annoying	email was flagged as spam by Zendesk's email detection filters

Person 6


Person 7


Person 8






Group ideas

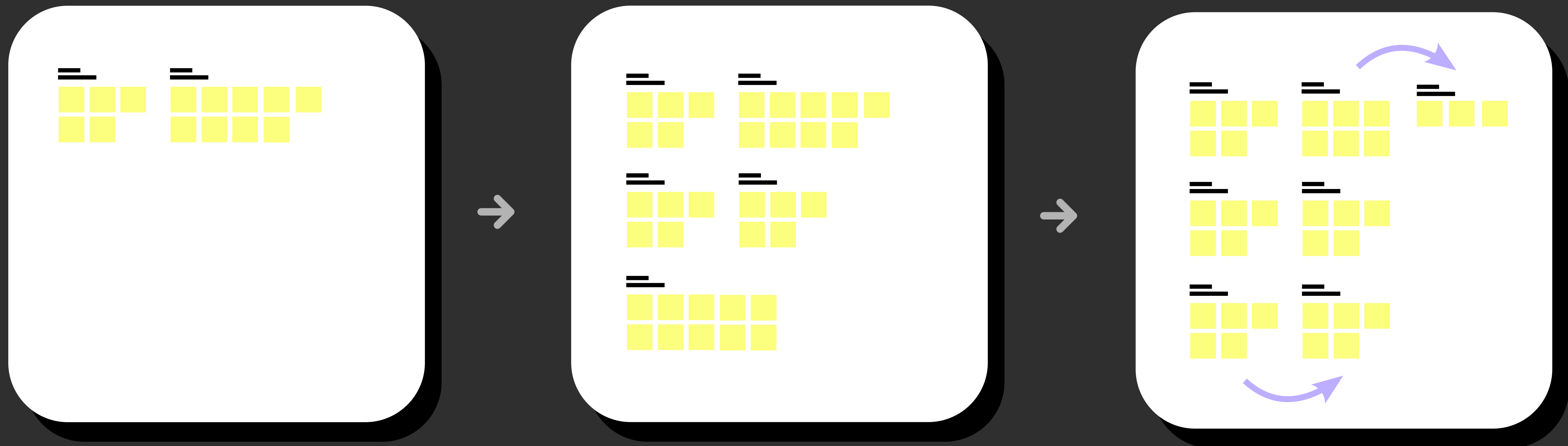
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

TIP

💡

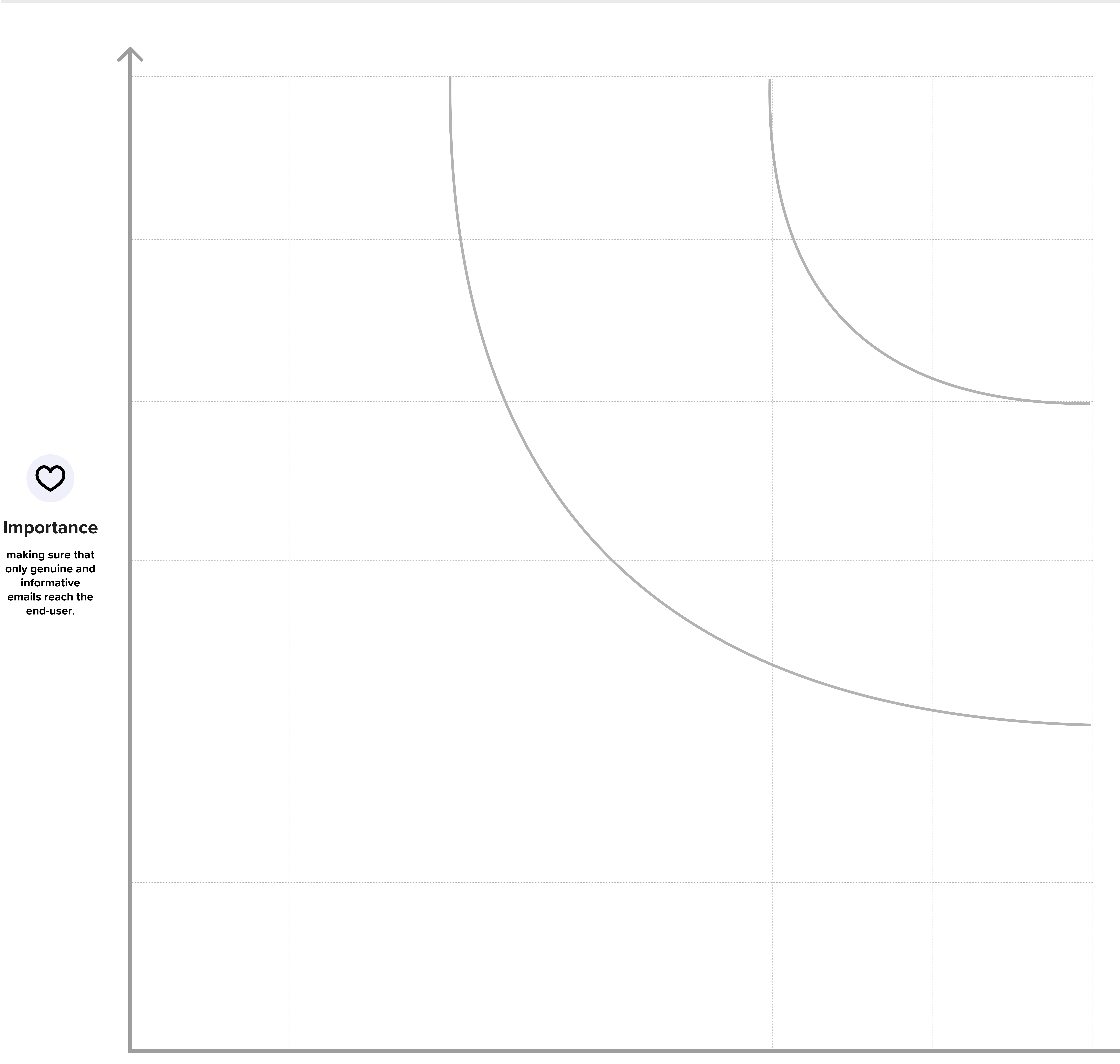
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Prioritize

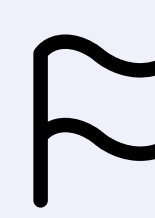
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



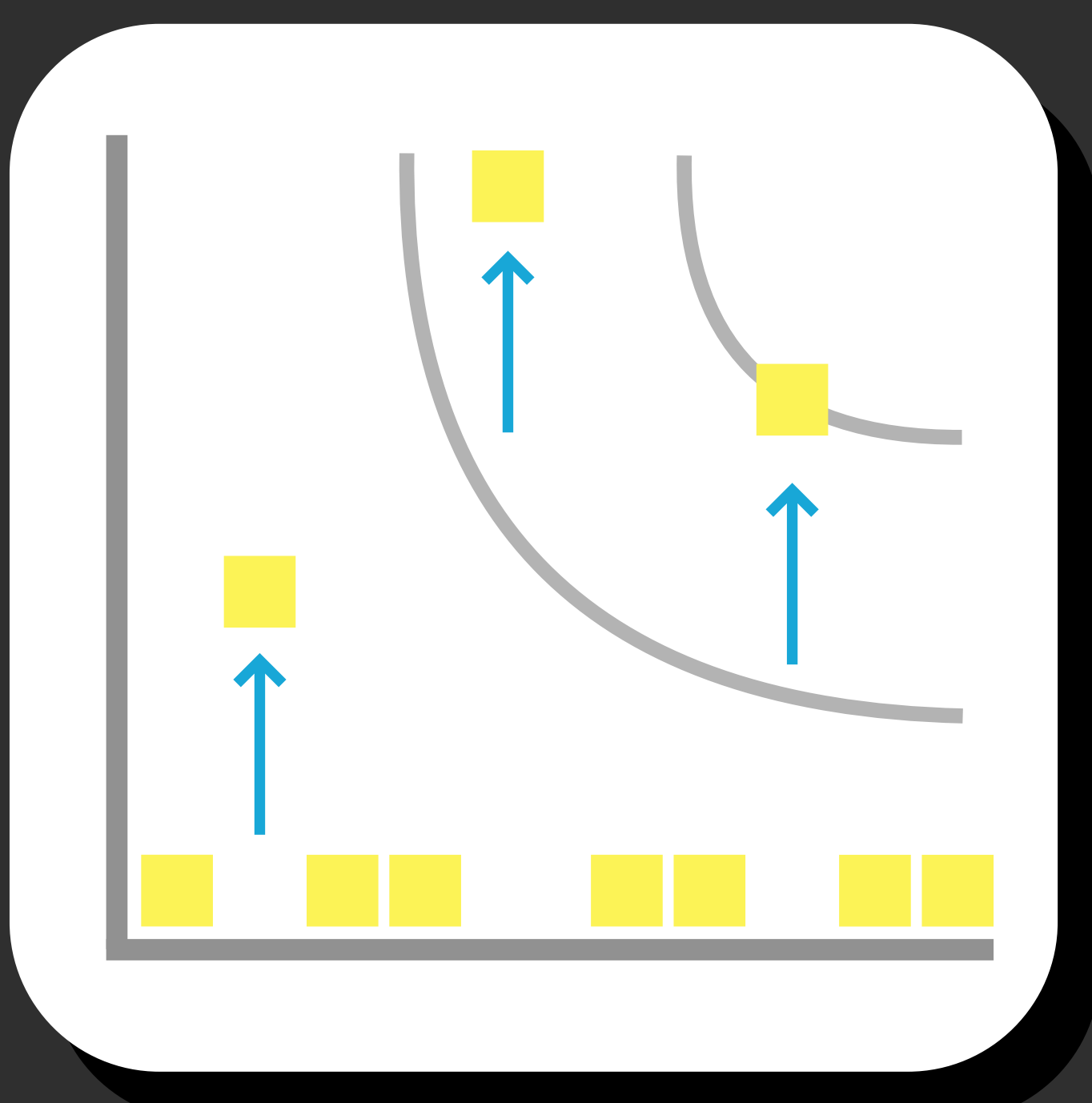
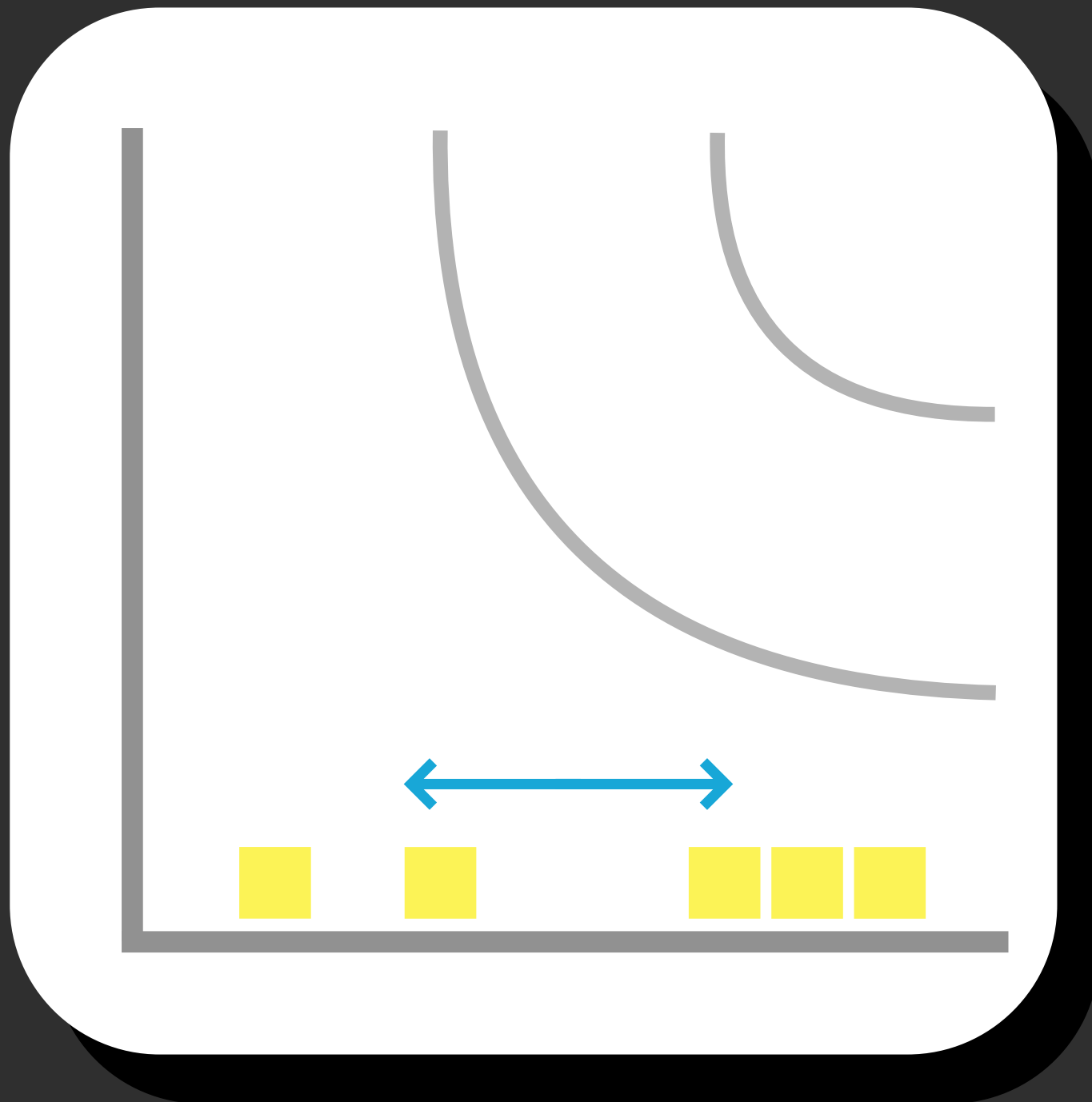
Importance

making sure that only genuine and informative emails reach the end-user.



Feasibility

it can help protect their customers and improve their reputation.  
Spam messages can harm a business's reputation and lead to customer complaints and lost business.





## 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.

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### Quick add-ons

- A

**Share the mural**  
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B

**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.

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### 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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