



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.



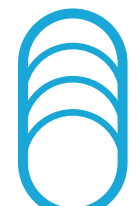
Encourage wild ideas.



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!

S.Thulasi

Electric vehicles are also quiet, so they reduce noise pollution that traditional vehicles contribute to.	When you want to charge your vehicle, just plug it in to a home or public charger	Electric vehicles don't have gears and are very convenient to drive.
There are no complicated controls, just accelerate, brake, and steer.		

N.Suganthi

Electric vehicles are so silent that manufacturers have to add false sounds in order to make them safe for pedestrians	The electric motor functions so silently that you need to peek into your instrument panel to check if it is ON.	No engine means no noise.
Electric vehicles have the silent functioning capability as there is no engine under the hood		

K.Kowsalya

Registration fees and road tax on purchasing electric vehicles are lesser than petrol or diesel vehicles	Therefore, the yearly cost of running an electric vehicle is significantly low.	Electric vehicles have very low maintenance costs because they don't have as many moving parts as an internal combustion vehicle
The servicing requirements for electric vehicles are lesser than the conventional petrol or diesel vehicles		

S.Dhanusha

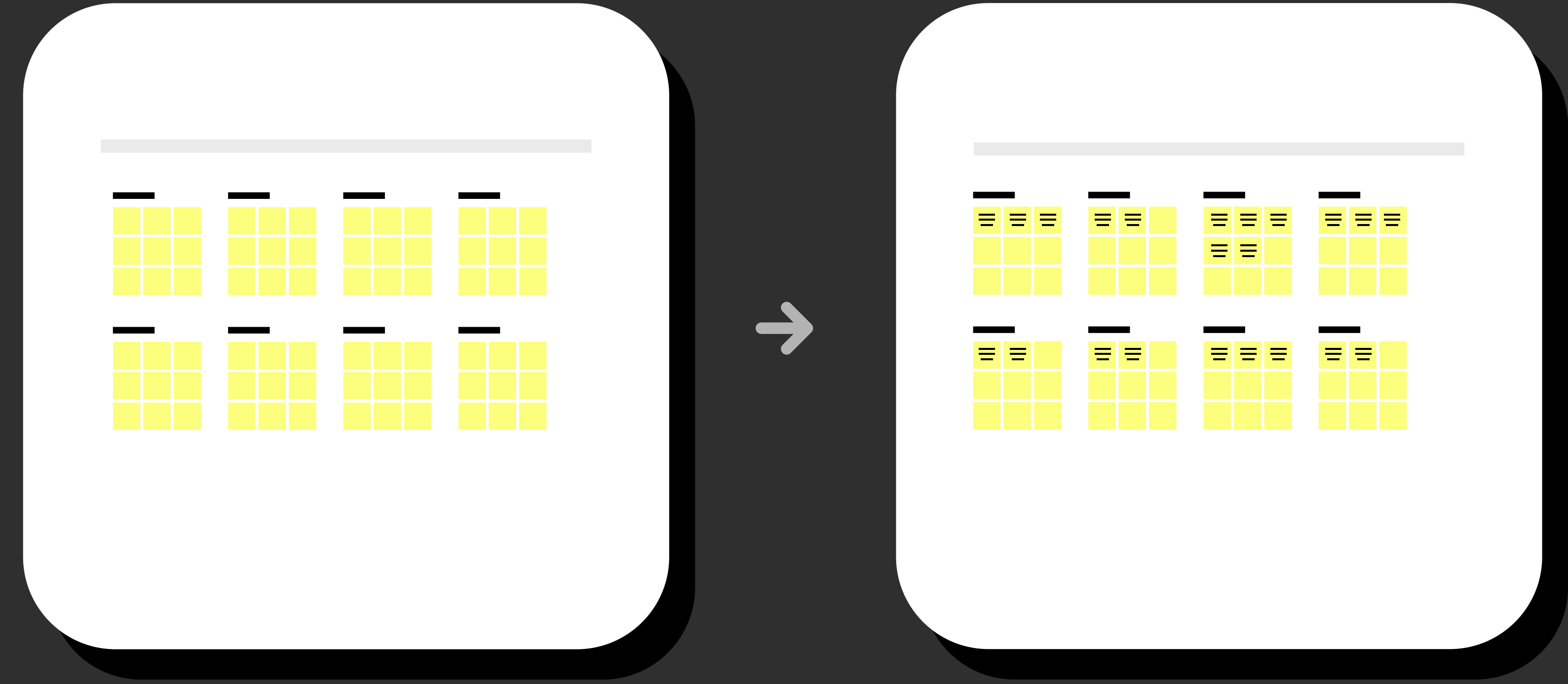
The life cycle emissions of an electric vehicle depend on the source of the electricity used to charge it, which vary by region.	HEV emissions benefits vary by vehicle model and type of hybrid power system.	All-electric vehicles produce zero tailpipe emissions, and PHEVs produce no tailpipe emissions when operating in all-electric mode
Electric and hybrid vehicles can have significant emissions benefits over conventional vehicles		

Person 5

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

Electric vehicles have the silent functioning capability as there is no engine under the hood

Electric vehicles are so silent that manufacturers have to add false sounds in order to make them safe for pedestrians

TIP

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

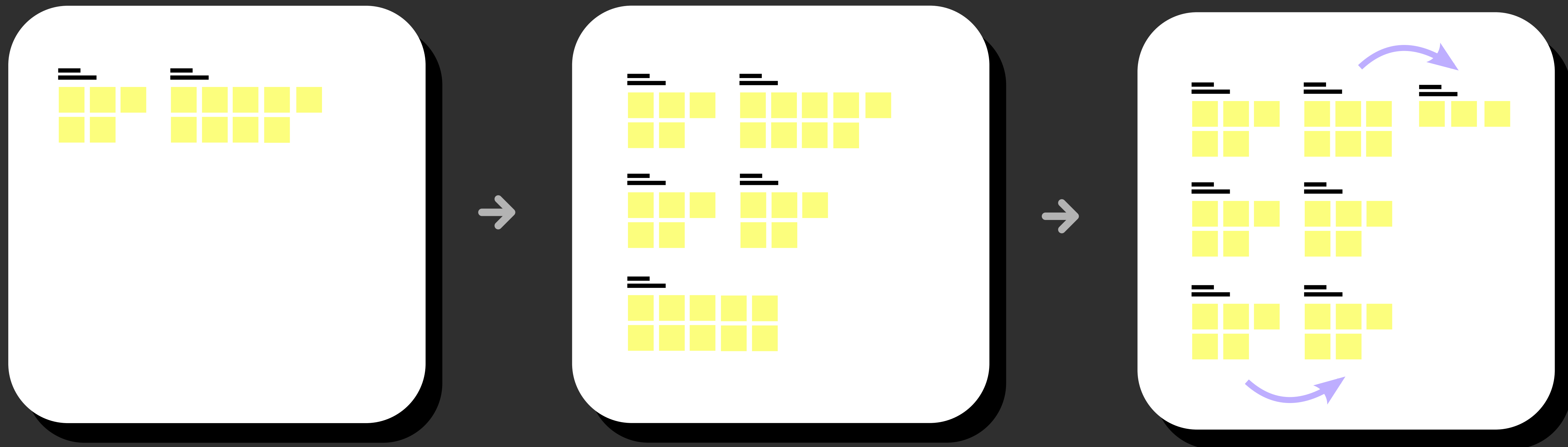
Electric vehicles don't have gears and are very convenient to drive.

Electric vehicles are also quiet, so they reduce noise pollution that traditional vehicles contribute to.

Electric and hybrid vehicles can have significant emissions benefits over conventional vehicles

The servicing requirements for electric vehicles are lesser than the conventional petrol or diesel vehicles

Registration fees and road tax on purchasing electric vehicles are lesser than petrol or diesel vehicles



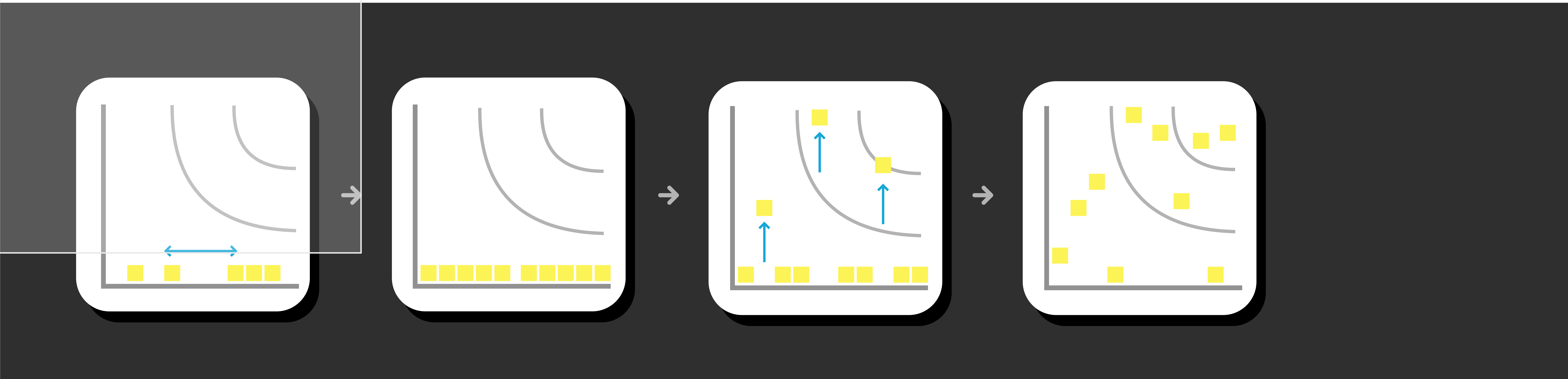
Prioritize

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



Unnamed area





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

- 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.

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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