

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.

Before you collaborate

A little bit of preparation goes a long way with this sensor. Here's what you need to do to get going.

[▶ 40 minutes](#)

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.

15 minutes



2

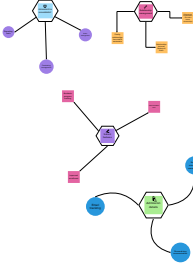
Directions:
Write down any ideas that come to mind that address your position statement.

 10 minutes



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 notebook-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.



 Check for updates

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



• [Learn more about us](#)

After you collaborate

You can export the mural as an image or poll to share with members of your company who might find it helpful.

- Quick add-ons

Keep moving forward

-  **Strategy Navigator**
Define the components of a new idea or strategy
Open the Navigator

- Healthcare experiences journey map**
Understanding customer health, healthcare, and experience for an experience
- [Open the Healthcare](#)

- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities
and threats faced by the company.



Need some inspiration?
See a list of our
all-time favorites in
entertainment just
below.

