



Brainstorm and idea prioritization

Template



New mural from template



Share



Brainstorm & idea prioritization

Use this template in your next brainstorming session to generate ideas, capture them, and prioritize them. It's a great way to get the most out of your brainstorming session.

- 1. Brainstorm ideas
- 2. Capture ideas
- 3. Prioritize ideas

Define your problem statement

What problem are you trying to solve? What is the goal of your project? What are the constraints?

Example: "I want to create a new product that solves the problem of..."

Brainstorm

Write down all the ideas that come to mind. Don't worry about whether they are good or bad. Just get them out of your head.

Problem	Solution	Impact	Feasibility
Problem 1	Solution 1	Impact 1	Feasibility 1
Problem 2	Solution 2	Impact 2	Feasibility 2
Problem 3	Solution 3	Impact 3	Feasibility 3
Problem 4	Solution 4	Impact 4	Feasibility 4

Group ideas

Group your ideas into clusters. This will help you see the relationships between different ideas and identify the most promising ones.

Prioritize

Use the following criteria to prioritize your ideas. Rank each idea on a scale of 1 to 5 for each criterion.

Idea	Impact	Feasibility	Effort	Value
Idea 1	5	4	3	2
Idea 2	4	5	2	3
Idea 3	3	3	4	4
Idea 4	2	2	5	5

After your collaboration

Review your ideas and select the ones that you want to pursue. Share your ideas with your team and get their feedback.

- 1. Review ideas
- 2. Select ideas
- 3. Share ideas



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Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

There's been a lot of
forward movement
making, we haven't had
the sign, which means
a team who go the
place, can't tell if it's
working.

For the most
regulation within FDA,
with respect to not just
account investigation
and also a few others
in the business
Transparency being
taken (NDA).

With a clear, leading
confusion, no signs
of action through what
power does but back
to the reality that the
issues, likely, someone
thought it was an option
creating.



Give them a name and
a portrait to empathize
with your persona.



Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

It is pretty possible to
create a set of values
or impact for your
reputation. For example,
create a set of values
or impact for your
reputation.

In most cases, analysis
of data is not an accurate
way to measure the impact
of a system. The system
is not a simple
system, and so we
need to use the
method we use to design
systems.



It's a good idea to
create a set of values
or impact for your
reputation. For example,
create a set of values
or impact for your
reputation.



20%

