

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

- G.Ariyapadmasri
- K.B.Abirami
- B.Deepika
- B.Dhanalakshmi

B Set the goal

successive goal

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

A STARTUP ANALYSIS



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!

G.Ariyapadmasri

Prepare the data for visualization by chart heat map, piechart

Begin with a problem in mind

Low price, high quality, many choices

Think of how to streamline a customer activities

K.B.Abirami

Collect some information about the problem by using academic journal, industry report and online articles

Develop strategies

Identification of new products or service that may lead to promising business

Regularly review and update

B.Deepika

Use creative and unexpected return polices

Customers are more concerned than ever about price

Products performance according to buyer's expectations

Respond quickly to all customers feedback

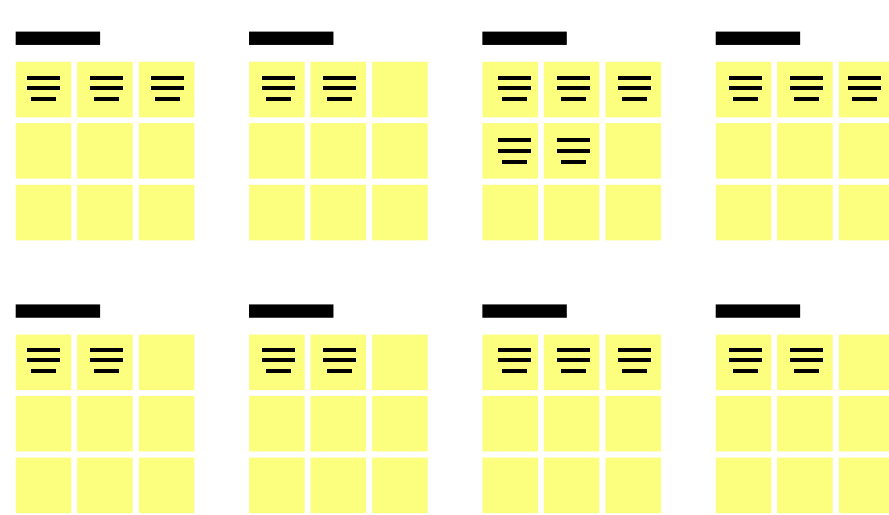
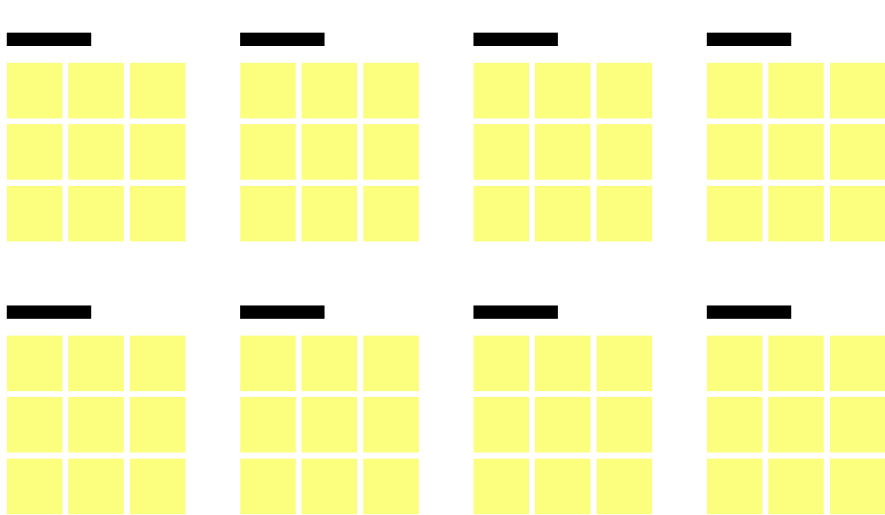
B.Dhanalakshmi

The package should be attractive to people

Avoid distribution problem

Build something people want

Adapt a product or service to meet a customer needs in different ways



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 can 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.

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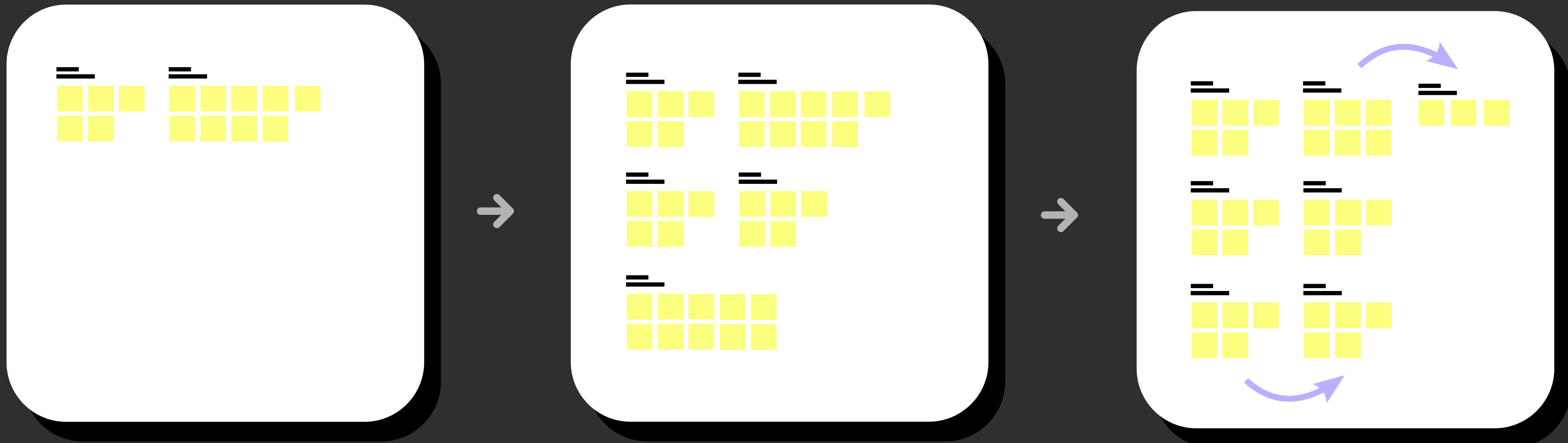
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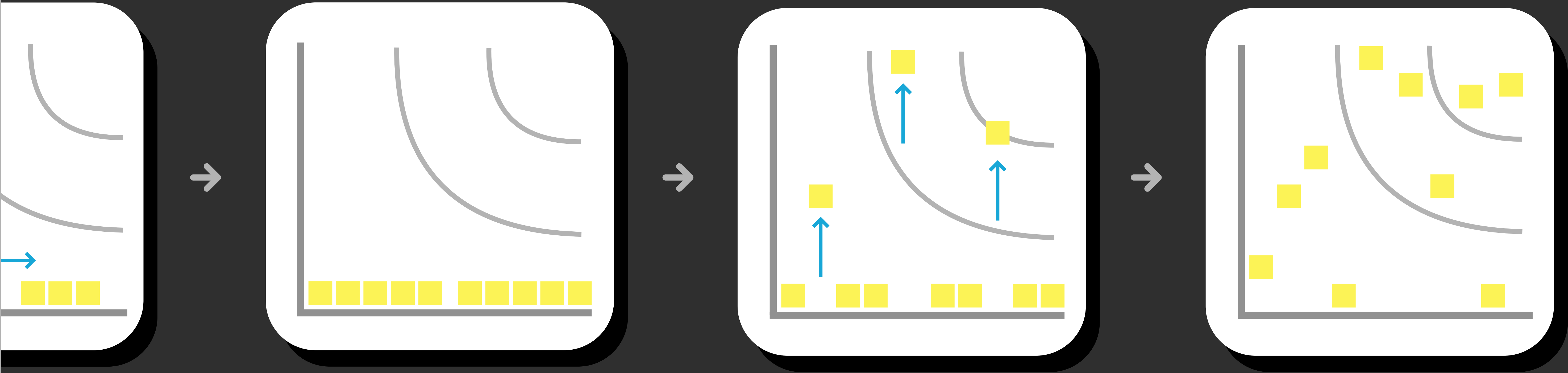
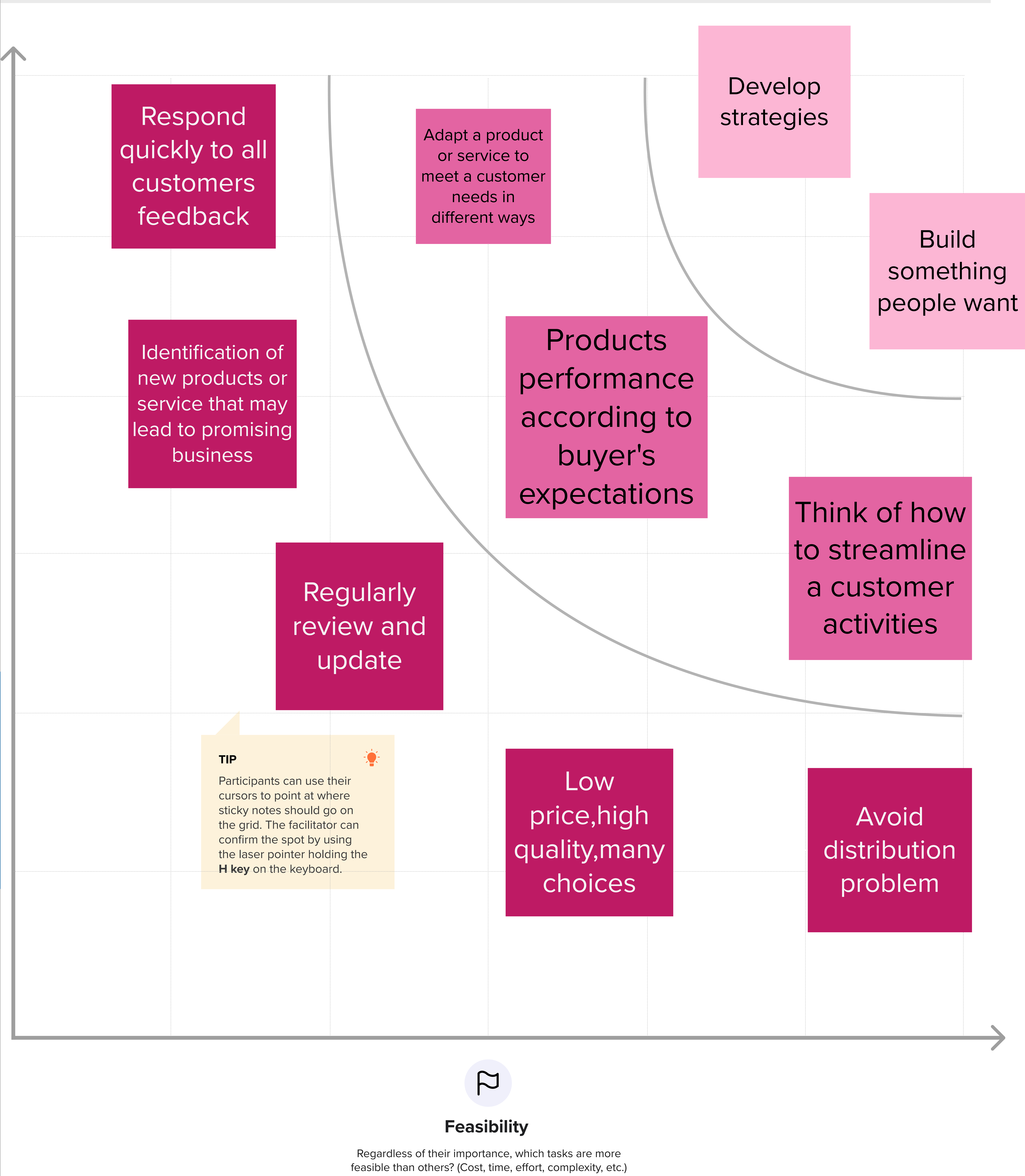
Develop strategies



Id all be on the same page about what's important
. Place your ideas on this grid to determine which
tant and which are feasible.

le tags to sticky
easier to find,
e, and
rtant ideas as
our mural.

Develop
strategies





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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