Template

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

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

- **Team gathering**
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.
- **Learn how to use the facilitation tools**
  Use the Facilitation Superpowers to run a happy and productive session.

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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.

2 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!

Aarthi

- Incorporate green walls or hanging plants to improvevair quality and overall aesthetic appeal in urban interiors.
- This could help reduce stress and create a calming environment.
- Implement energy-efficient lighting solutions that automatically adjust brightness and color temperature based on natural lighting and occupancy.

Akalya priyadharshini

- Sensors can also help detect occupancy and adjust lighting accordingly, saving energy.
- Choose eco-friendly and sustainable materials for interior concepts such as furniture, flooring, and wallpaper.
- This promotes a healthier living environment and reduces the carbon footprint.

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- Utilize smart home technology for optimized energy management, controlling temperature, lighting, and other household appliances remotely to create an efficient living space.
- Invest in modular furniture that can be easily reconfigured to adapt to different needs and optimize space usage in compact urban interiors.
- Install water-saving devices like low-flow toilets to reduce water consumption while maintaining functionality and comfort.

Apshana

- Encourage community involvement by organizing workshops or workdays on urban interior maintenance and sustainability.
- This could include sharing tips, resources, and ideas on how to enhance and maintain urbar interiors in a sustainable manner.
- Implement air purification systems or houseplants that help remove pollutants and improve air quality, ensuring a healthier and cleaner atmosphere within urban interiors.

3 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.

4 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

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the zoom pointer holding the **H key** on the keyboard.

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

- **Share the mural**
  Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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Share template feedback

Need some inspiration?

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

Open example →