

Date	03 November 2023
Team ID	NM2023TMID02623
Project Name	Creating an Email Campaign Using Mailchimp

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

1. **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or research ahead.

2. **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

3. **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

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

How might we...
improve...
the user experience...
of our new product...
by making it more...
accessible and easier to use?

Brainstorm

Write down any ideas that come to mind that address your problem statement.

- ⌚ 10 minutes

TIP: You can submit a sticky note and let the panel leader or facilitator move it around.

Process Flow:

- Person 1: Formulating challenges, issues, opportunities
- Person 2: Deliverability Issues
- Person 3: Audience Segmentation
- Person 4: List Management
- Person 5: Content Relevance
- Person 6: System compliance
- Person 7: Integration Problems
- Person 8: Automation setup
- Person 9: Analytics integration

Facilitation tips

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

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 larger than six sticky notes, try and see if you can break it up into smaller subgroups.
20 minutes

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

Brainstorming Process:

- Person 1: Problem/challenges (what is the hurdle?), Deliverability (how?), Audience Segmentation, List Management, Content Relevance, Spam compliance, Integration (where?), Automation (what?), Analytics Interpretation
- Person 2: [Empty]
- Person 3: [Empty]
- Person 4: [Empty]
- Person 5: [Empty]
- Person 6: [Empty]
- Person 7: [Empty]
- Person 8: [Empty]

Grouped Ideas:

- Testing and optimization
- Spam Triggers
- Spam Filters
- Analytics Interpretation
- Audience Engagement
- Audience Segmentation
- List management
- Unsubscribe Management

Importance: Each of these ideas should give your customer an offering or only which would have the most positive impact?

1 Ideas
Share 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 larger than six sticky notes, try and see if you can break it up into smaller subgroups.
10 minutes

2 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

3 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 ACTIONS

- Share a new link**
Share a new 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 office.

Keep moving forward

- Strategy blueprint**
Outline 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](#)

Share template feedback

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