



## 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.

- Brainstorming session
- Problem statement
- Idea prioritization

1

### 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.

- To address

2

Now, get going. Before you start brainstorming, make sure you have a clear understanding of the problem you're trying to solve.

3

Next, get your team to brainstorm ideas. Encourage everyone to share their thoughts and ideas, no matter how small or silly they may seem.

4

Finally, prioritize the ideas. Use the criteria below to evaluate each idea and rank them from most to least promising.

How useful is it?

2

### 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.

- To address

How useful is it?



How useful is it?

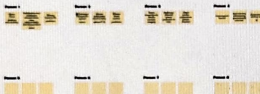
- How useful is it?
- How feasible is it?
- How desirable is it?
- How viable is it?

3

### Brainstorm

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

- To address



4

### Group ideas

Take time sharing your ideas with others. Cluster ideas that are similar or related. Group ideas that are unique or stand out. This will help you identify the most promising ideas.

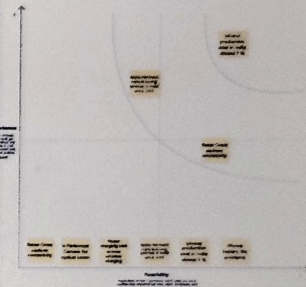
- To address



5

Now, it's time to evaluate the ideas. Use the criteria below to rank each idea from most to least promising.

- To address



6

### Share your ideas

Share your ideas with others. This will help you get feedback and refine your ideas.

- To address

Now, it's time to evaluate the ideas. Use the criteria below to rank each idea from most to least promising.

7

Finally, prioritize the ideas. Use the criteria below to evaluate each idea and rank them from most to least promising.

8

How useful is it?

9

How feasible is it?

10

How desirable is it?

11

How viable is it?

12

How useful is it?

13

How feasible is it?

14

How desirable is it?

15

How viable is it?

16

How useful is it?

17

How feasible is it?

18

How desirable is it?

19

How viable is it?

20

How useful is it?

21

How feasible is it?

22

How desirable is it?

23

How viable is it?

24

How useful is it?

25

How feasible is it?

26

How desirable is it?

27

How viable is it?

28

How useful is it?