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

Need some inspiration? See a completed version of this template in action or follow along with us.

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

Team gathering
Gather in the shared participant list, send an invite. Share relevant information or pieces 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 of the Miro Product Representation 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

PROBLEM

Create a system for securely managing digital assets on the ethereum blockchain, ensuring user friendly access with regulations

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 collaborate in real-time with your team right on the canvas. Cursor is seen everywhere.

VIGNESH P

Conduct surveys or interviews with potential users to identify pain points and unmet needs.

Evaluate the cost of implementing each idea vs the potential benefits.

THARANI S

Think about how emerging technologies like blockchain interoperability can be leverage.

Prioritize ideas that align with emerging trends and user demands.

SRUTHIKA E

Create a matrix to assess each idea's potential impact and feasibility.

Study the features of existing ethereum asset management tools and identify gaps and opportunities for improvement.

SWETHA G

Focus on the features that directly address user pain points or enhance their experiences.

Brainstorm a wide range of features and solutions that could address the identified user needs (ease security, ease of use, DeFi integration.

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 split it up into smaller sub-groups.

20 minutes

TIP
Hold cursor close to an sticky note and hit "Group" to quickly group similar ideas together. Use the "Ungroup" command to ungroup a group.

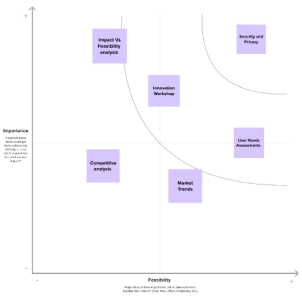
- User Needs Assessments
- Innovation Workshop
- Impact Vs Feasibility analysis
- Security and Privacy
- Market Trends
- Competitive analysis

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.

30 minutes

TIP
Participants can use their cursors to select a group of sticky notes and move them as a unit. The facilitator can also use the "Lock" command to prevent accidentally moving a group on the canvas.



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

1. **Share the mural**
   Share a link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export a copy of the mural as a PNG or PDF to attach to reports, add to slides, or send in your office.

Keep moving forward

- **Strategy Blueprint**
  Define the design vision of a new idea or product
  Open the template →
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  SWOT analysis, underscore strengths, weaknesses, and threats (SWOT) to develop a plan.
  Open the template →

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