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

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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 pre-work 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.

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Define your problem statement

5 minutes

IDEA BANK
What visualization include too much data information and how can we turn into a graphic soup that most consumers can't digest?

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 antivate 'Hide text' to hide artwork over by each drawing.

Pallavee | Harini | Ishwarya | JayaKrithika

Person 5 | Person 6 | Person 7 | Person 8

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 customizer tags to sticky notes to make it easier to find, browse, organize, and identify ideas as a group. Votes review option your mural.

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

Importance

How critical is this idea to your team? Does it solve a pain point for the whole valuable? Does it have the biggest impact?

TIP
Participants can use their cursor to move around the sticky notes around go on the grid. The backboard can be zoomed in and out using the mouse scroller holding the **Ctrl** key on the keyboard.

Feasibility

Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

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 the mural to invite 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 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?
Run a finished version of this template to receive ideas and see how it works.
Open example