



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
2-6 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

Team gathering

Confirm 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 tool

Use the Facilitation Superpowers to get 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 the statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

Analyzing India's agricultural crop production analysis through tableau. These visualizations enable intuitive analysis allowing stakeholders to uncover patterns, identify areas of growth are concern and make data-driven decision

25

Key rules of brainstorming

To set an smooth and productive session

- Stay in topic
- Deliver judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- If possible, be visual

2

Brainstorm

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

10 minutes

Person 1

Person 1: The first person to brainstorm ideas. They should focus on quantity over quality, aiming for a large number of ideas.

Person 2

Person 2: The second person to brainstorm ideas. They should build on the ideas generated by Person 1, adding their own unique perspectives.

Person 3

Person 3: The third person to brainstorm ideas. They should continue to build on the ideas, focusing on refining and expanding the concepts.

Person 4

Person 4: The fourth person to brainstorm ideas. They should focus on identifying patterns and themes within the ideas generated by the previous participants.

TIP
You can extend a sticky note and link the parent points to related points to find a group.

TIP
Add color-coded tags to sticky notes to indicate a cluster in this stage. Organize and categorize or important ideas as they arise within your theme.

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 can break it up into smaller sub-groups.

20 minutes

It also addresses the adoption of technology and innovation in agriculture along with the challenges faced by farmers and potential research gaps.

To extract the insights from the data in the form of visualizations, dashboards and story we employed tableau tool.

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



Regardless of how important, which needs are more feasible than others? Good, this, which, necessary, etc.

5

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

Show the mural

Show a view link to the mural with collaborators 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 to your drive.

Keep moving forward

Strategy Worksheet

Define the components of a new idea or strategy.

Customer experience journey map

Understand customer events, interactions, and obstacles for an experience.

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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