

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 finished version of this template to kickstart your work.

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.

① 10 minutes

Team gathering

Set the goal

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Think about the problem you'll be focusing on solving in

the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Open article →

productive session.



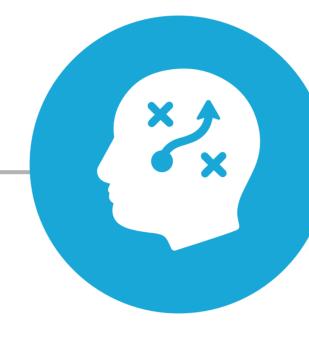
Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

(i) 5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run an smooth and productive session















Brainstorm

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

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

gather data on ipone sales market share and dempgraphics in indid

lean and preprocess
the data to remove
duplicates and error
ensure data
consistency and
format unifomity

from various source into a single dataset for analysis

Person 2

use tableau to creat
visalization such as
bar charts
,line,graphs,and
scateer piots to
understand trends
and correlationsns

create demographic profiles of iphone users in indio including,age,gender and income

use pie charts or treemaps to display apples market share in the smartphone industry in india

Person 3

analyze the most popular apps on the iphones in india

track the adoption rate of the lates IOS verions in india

analysis customer revews from the app store to understand user satisfactioned and common complaints

Person 4

create maps showing
the geographic
distribution of iphone
sales highlights areas
with high and low
adoption rates

omper apple performance in india with ither key markets

use histrocal data make prediction about future iphone sales and market trned in india

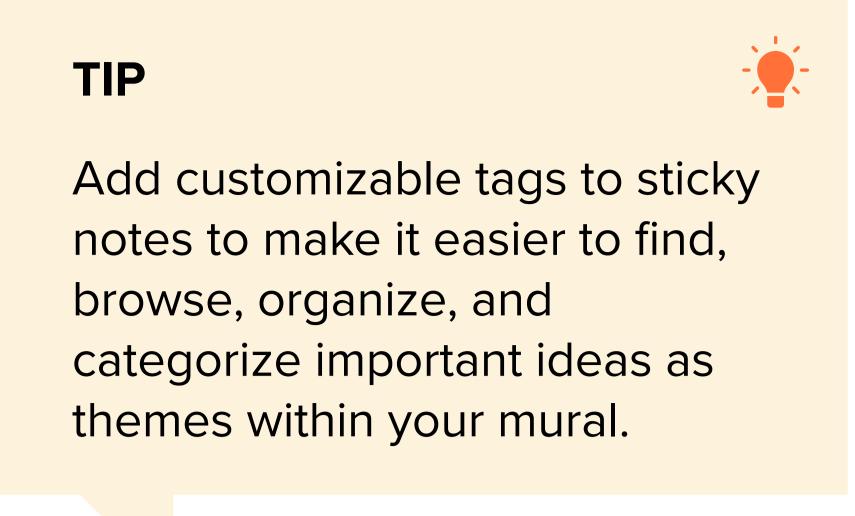




Group ideas

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

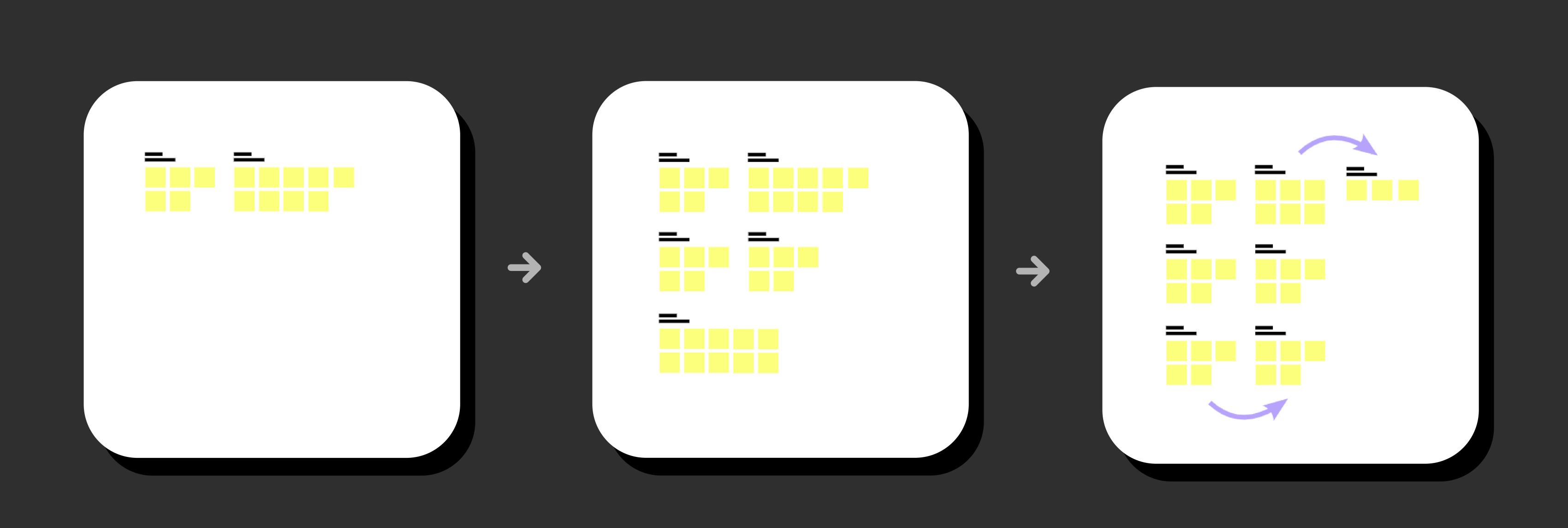


this group can focus
on collecting and
analysis market data
reated to iphone
sales market share
and consumer
preferences in india

this team can investigate how india consumers use their iphones including app prefernces usage durationed user satisfaction

the team could explore how the iphones has influenced india culture society and life style

focusing on the regulatory and policy land scapes this group can analyze how india government policies





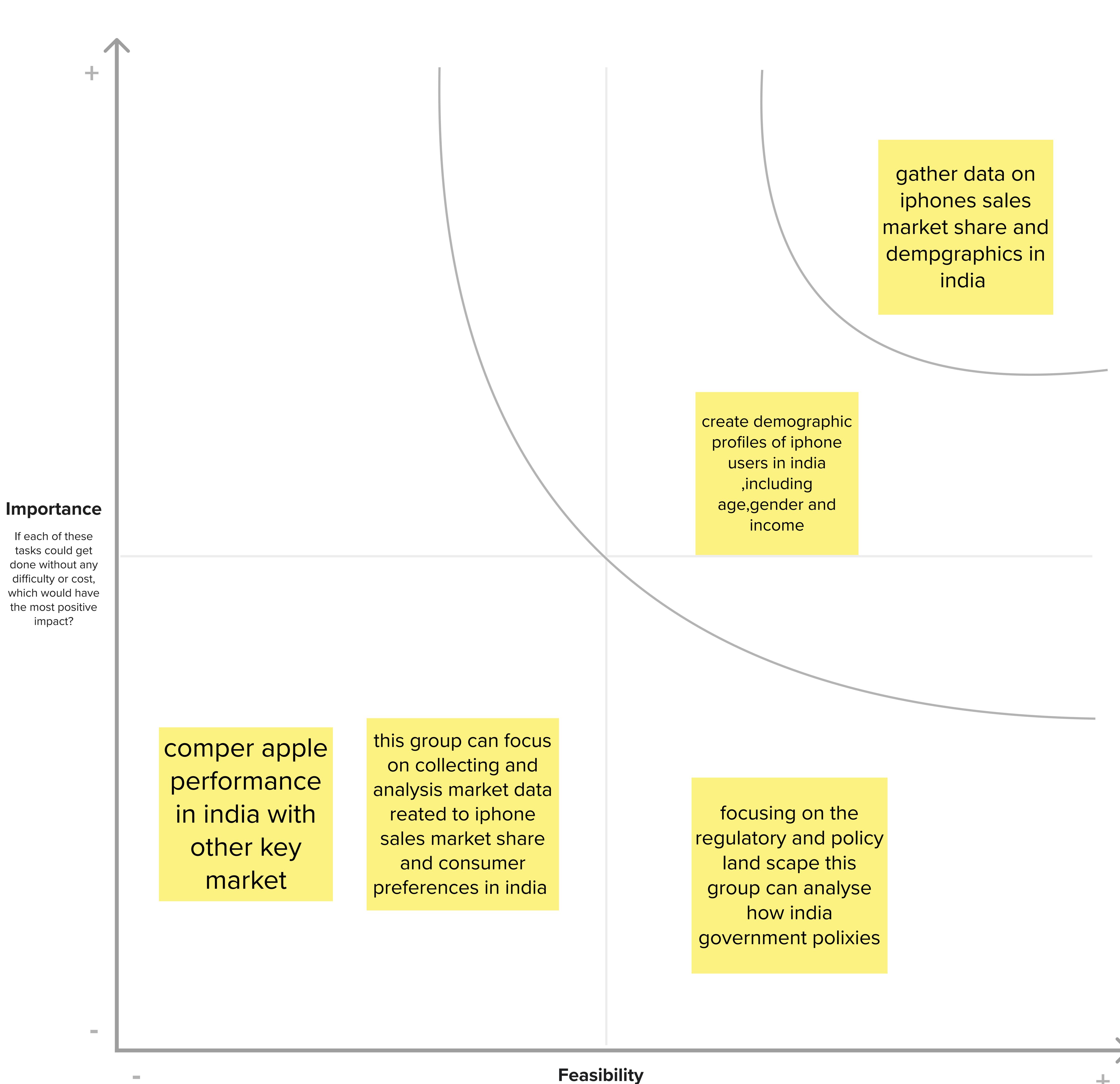
Prioritize

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.

① 20 minutes

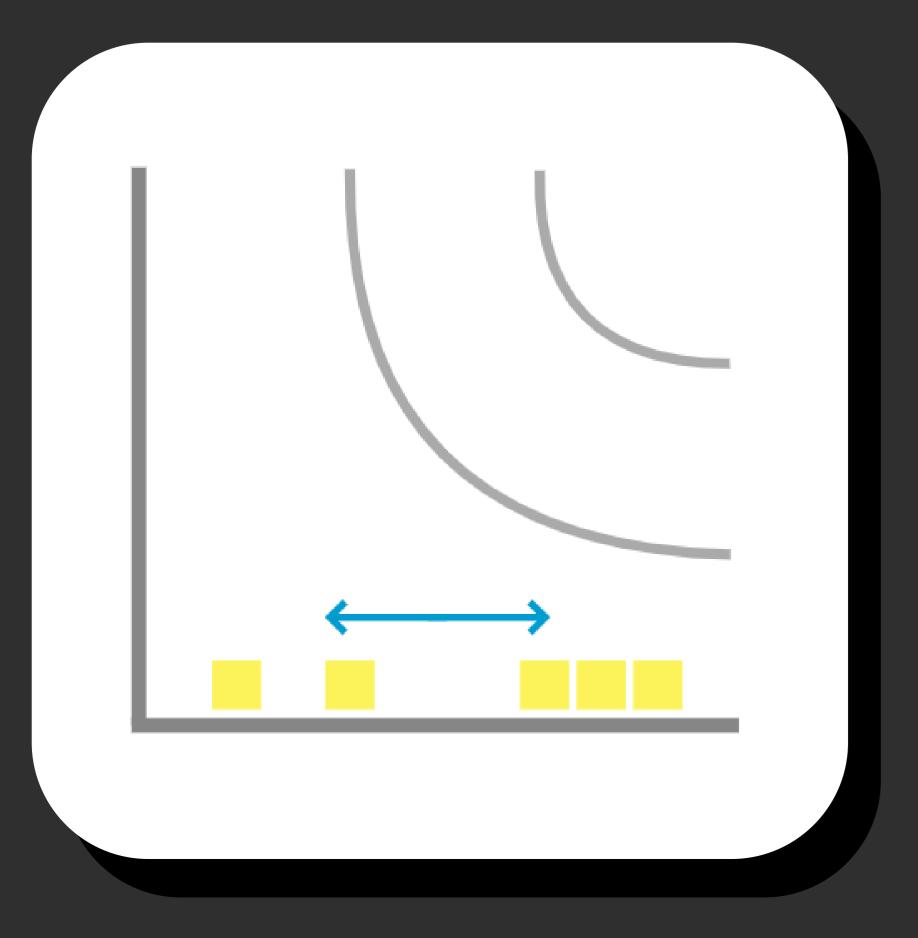
TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

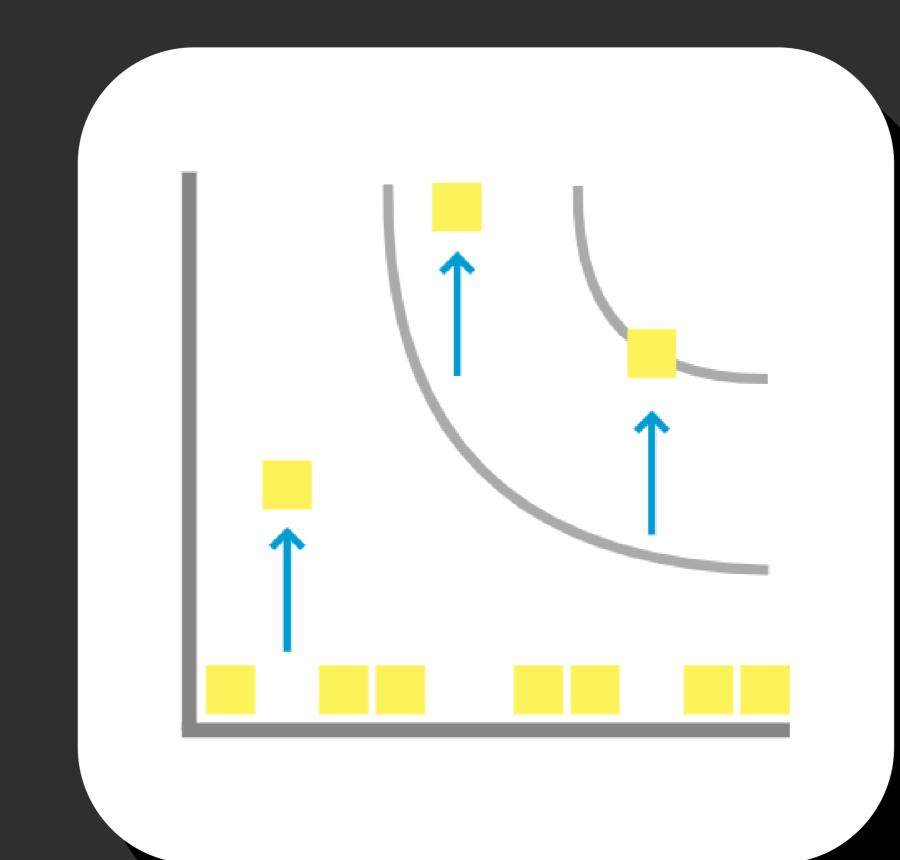




Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)











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

Share the mural

Share a view 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 drive.

Keep moving forward



Strategy blueprint

Define 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