

# 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

LEADER - S.KAVIYA
MEMBERS -RM.LAKSHMI DEVI , R.LAKSHMI ,
S.KOWSALYA

Set the goal

**OUR GOAL IS SATISFY CUSTOMERS** 

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.

① 5 minutes

#### PROBLEM

1.MAINTAINING
CREDIBILITY,
2.COMPETITION,
3.UNAWARE OF
CUSTOMER
REQUIREMENTS,

4.COMPLEX BOOKING



# Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.



Go for volume.



If possible, be visual.



## 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

INCREASE CREDIBILITY

PROFESSIONAL WEBSITES

OFER
GREAT
DEALS AND
DISCOUNTS

AVOID
SEGMENTS
WITH

COMPETITORS

INNOVATIVE IDEAS

Person 2

ANALYZING
CONSUMER
BEHAVIOR

Person 3

BUILT
RELATIONSHIP
WITH
CUSTOMER

LIKES AND
DISLIKES
TO TAILOR
PACKAGE

UNTERSTAND
THEIR
REQUIREMENTS

UPGRADE
YOUR
BOOKING
PROCESS

MORE INFORMATION PROVIDE

Person 4

WEBSITE RESPONSIVE

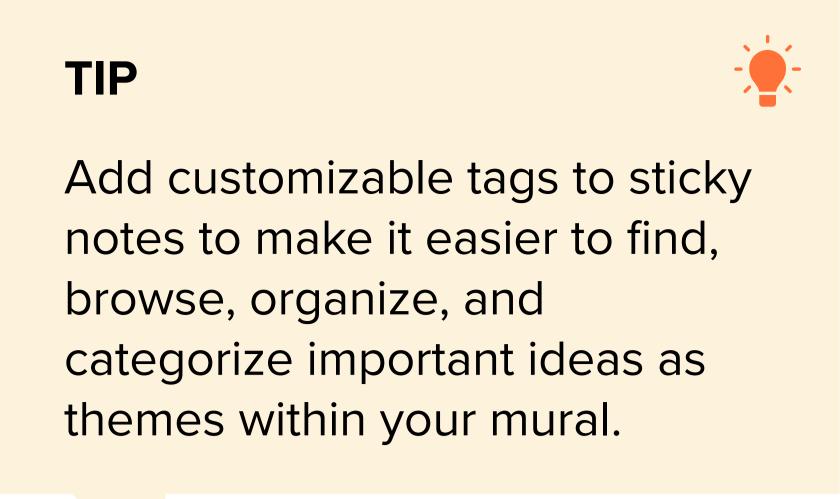




# Group ideas

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.

① 20 minutes

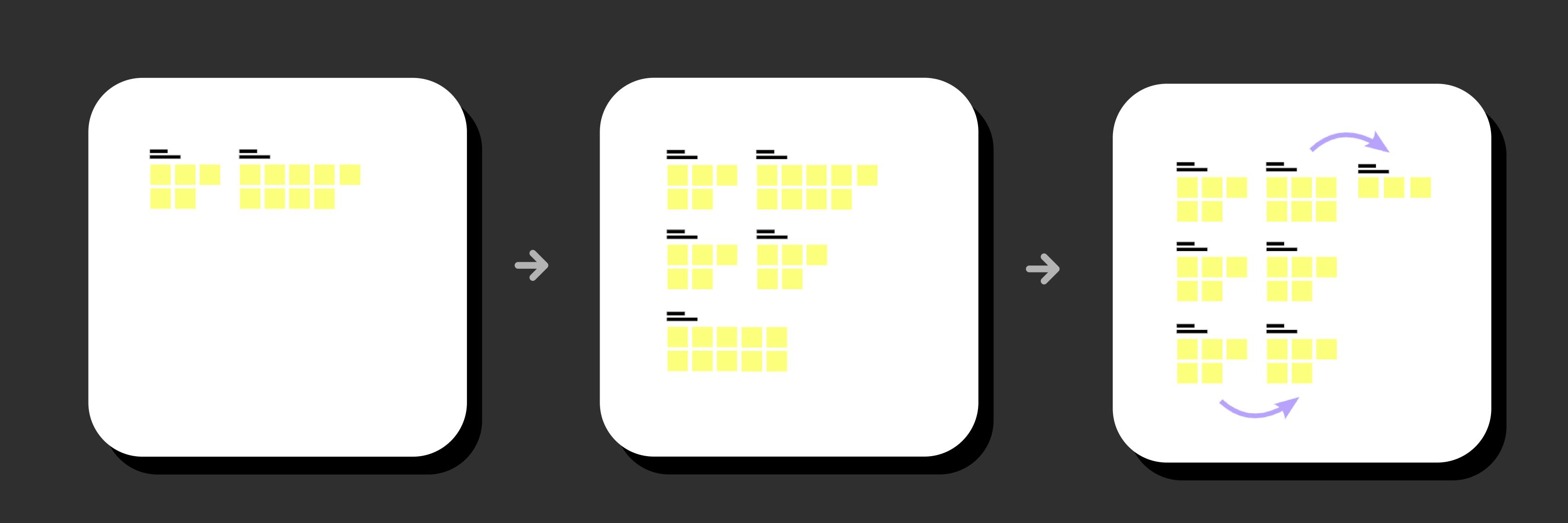


OFER
GREAT
DEALS AND
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AVOID
SEGMENTS
WITH
COMPETITORS

BUILT
RELATIONSHIP
WITH
CUSTOMER

WEBSITE RESPONSIVE





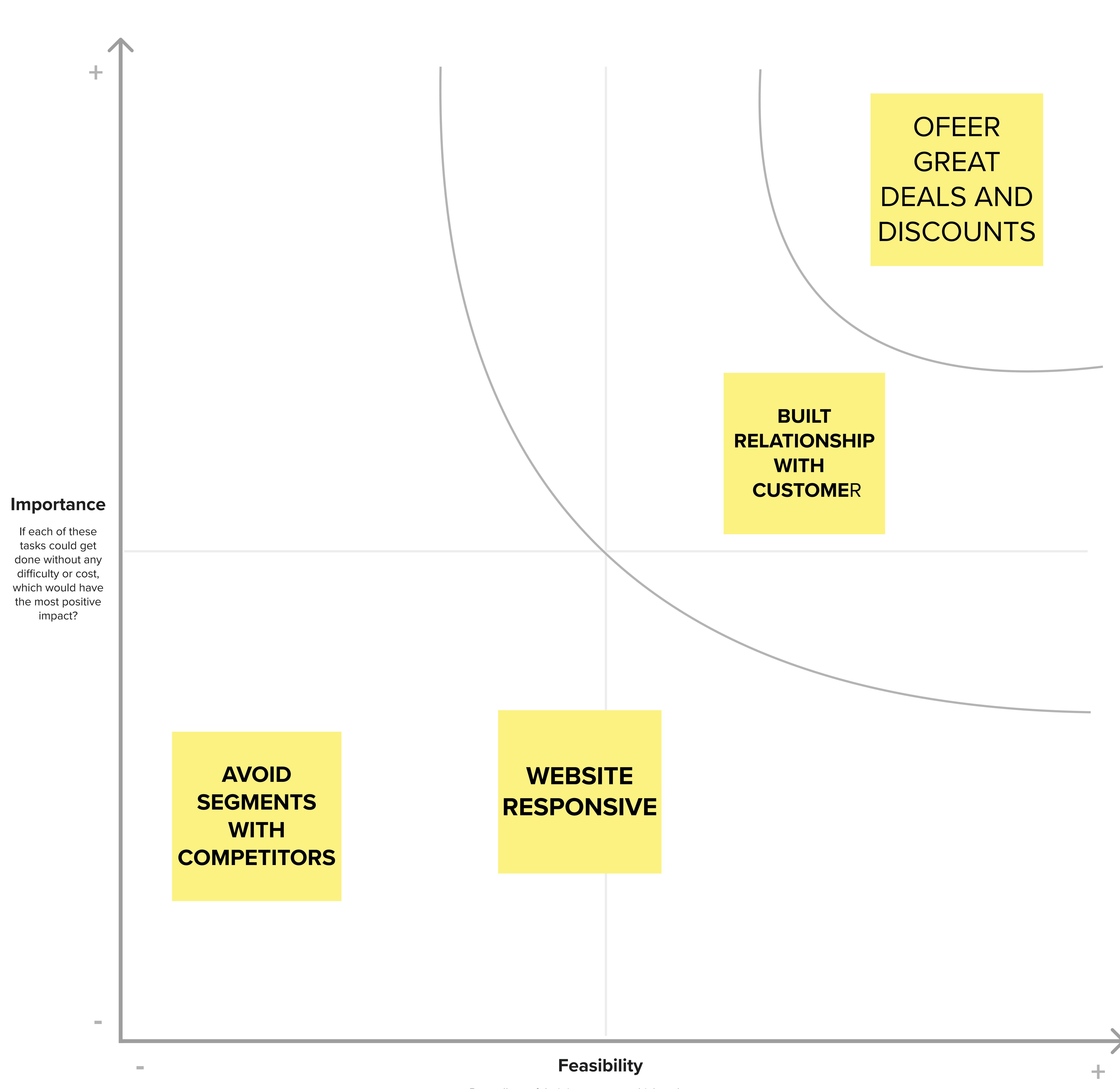
## Prioritize

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.

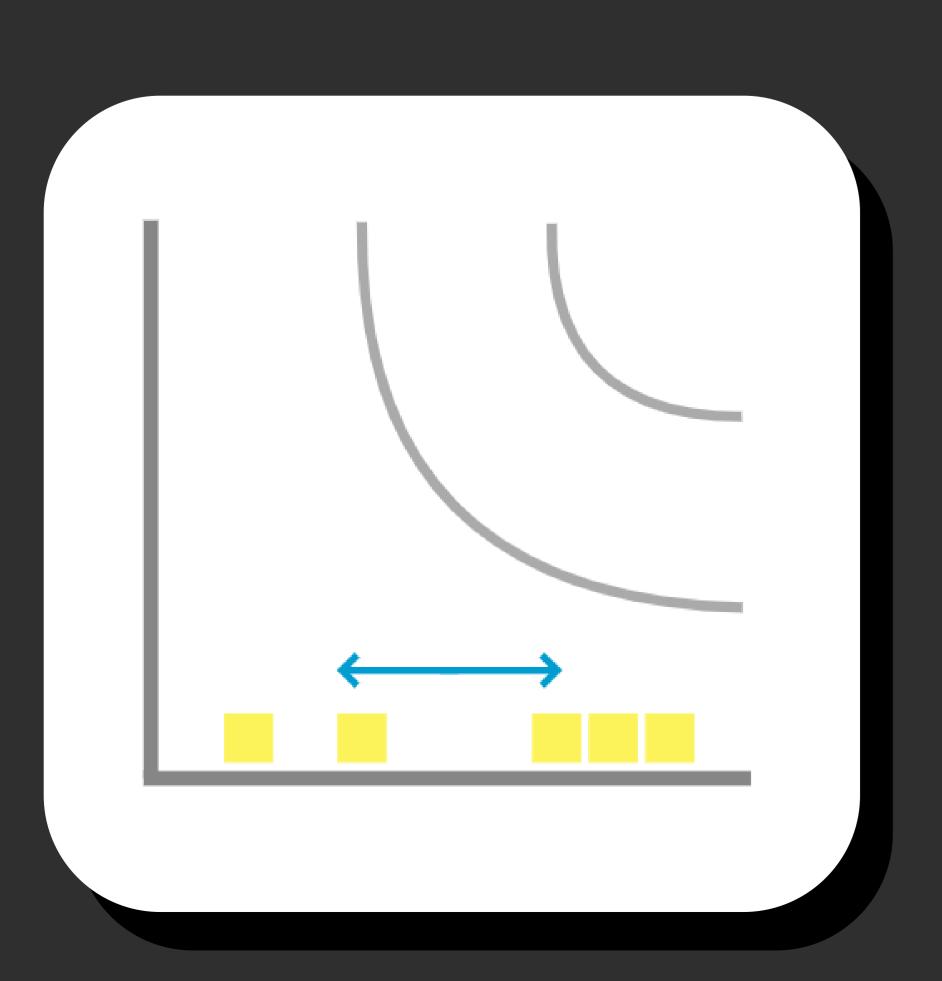
① 20 minutes

#### TIP

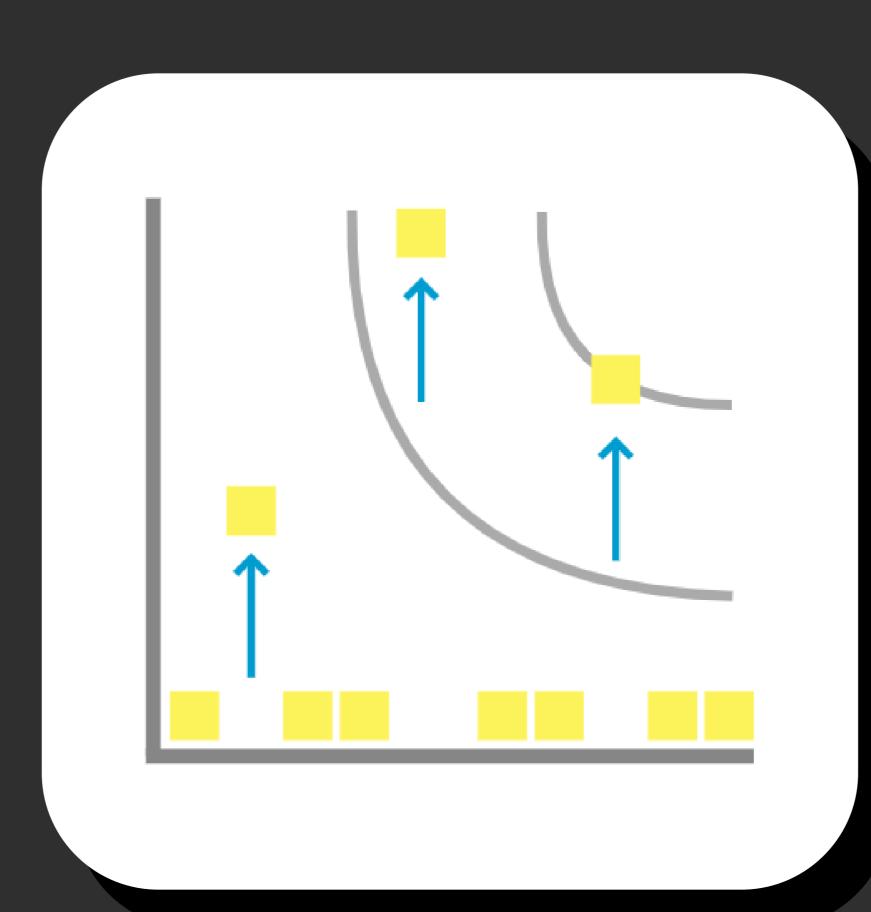
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.



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