



## 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

**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.

- Team gathering**  
Define 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 tools**  
Use the Facilitation Superpowers to run a happy and productive session.
- [Open article](#) ➔

1 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.

- Preparation**

I have to prepare and maintain the Zuhra books for the software's interface and have to find how we are going to do this project.

**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.

## 2 Brainstorm

We are the teams members are expressing our ideas about the topic of preparation and maintenance of Zoho book iUrbanaura interiors.

- White**  
Install durable and easy to clean flooring that can withstand heavy foot traffic and spills.

**Blue**  
Use sustainable and eco-friendly materials in the interior design, such as recycled furniture or energy-efficient lighting.

**Green**  
Create a seamless flow between different areas within the venue by using open shelving, glass partitions, or plants.

**Dark brown**  
Use color psychology to enhance to the dining experience.

**Light brown**  
Such as warm tones for cozy atmosphere or vibrant colors to create an energetic vibe.

**Light green**  
Install large windows or skylights to allow natural light to flow into the space.

**Grey**  
Display artwork or photographs that reflects the local culture or the brand's values and story.

**Black**  
Incorporate technology into the design, such as interactive menus or QR codes.

**Light blue**  
Use low maintenance plants and greenery to add a touch of nature and freshness to the space.

**Orange**  
Invest in quality lighting fixtures that can atmospherize through the day or for special events.

**Light grey**  
Utilize technology driven tools such as energy efficient appliances or automated.

**Dark blue**  
Create a dedicated space for clients, suppliers, events or accessible.

**Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once a 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.

- |  |   |  |  |
|--|---|--|--|
| <p>Create a seamless flow between different areas within the venue by using open shelving or glass partitions.</p> | <p>Use low maintenance plants and greenery to add a touch of nature and fresh feeling to the space.</p> | <p>Utilize technology driven tools such as energy efficient appliances or automated.</p>                     | <p>Use sustainable or eco friendly materials to reduce interior design, such as recycled furniture or energy efficient lighting.</p> |
| <p>Display artwork or photography that reflects the local culture or showcases the brand values and story.</p>     | <p>Incorporate technology into the design such as interactive menus or QR codes.</p>                    | <p>Such as warm tones for cozy atmosphere or vibrant colors to create an energetic vibe.</p>                 | <p>Invest in quality lighting fixtures that allow you to adjust the lighting throughout the day for special events.</p>              |
| <p>Use color psychology to enhance to the dining experience.</p>   | <p>Install large windows or skylights to allow natural light to flow into the space.</p>                | <p>Install durable and easy to clean flooring that is clean without causing too foot traffic and spills.</p> | <p>Create a dedicated storage area or closet for cleaning supplies, so they are easily accessible.</p>                               |



**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.




- 
- Importance**
- Range of time and effort required and difficulty to make these improvements important?
- Feasibility**
- Range of time and effort required, which makes it more feasible to implement? (Cost, space, effort, complexity, etc.)
- Use low maintenance plants and greenery to add a touch of nature and freshness to the space
  - Install durable and easy to clean flooring that can withstand heavy foot traffic and spills.
  - Invest in quality lighting fixtures that can illuminate throughout the day or for special events.
  - Display artwork or photography that reflects the local culture or showcases the brand vision and story

 **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.

-  **Share the mural**  
 Show a new 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 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](#)

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