

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.

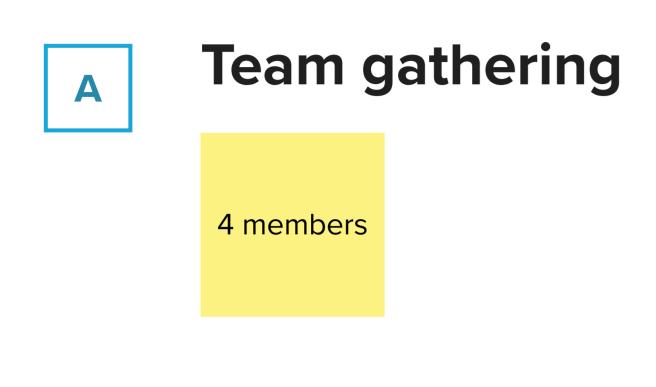
Open example



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

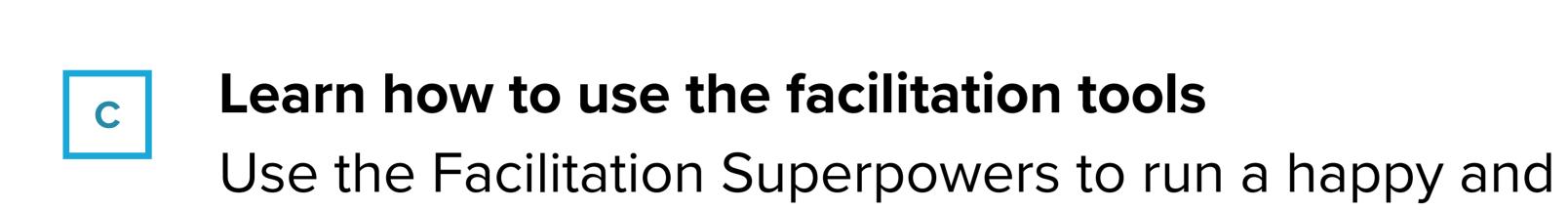


Set the goal

Financial

accounting with zoho books for

traveltrax tours



productive session.

Open article →



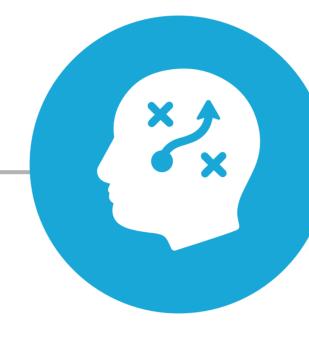
Define your problem statement

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

Canceled, delayed, or unreliable
transportation
Currency exchange
Knowing local emergency protocol
Luggage barriers
Packing for multiple climates



Key rules of brainstorming

To run an smooth and productive session



otay iii topic



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



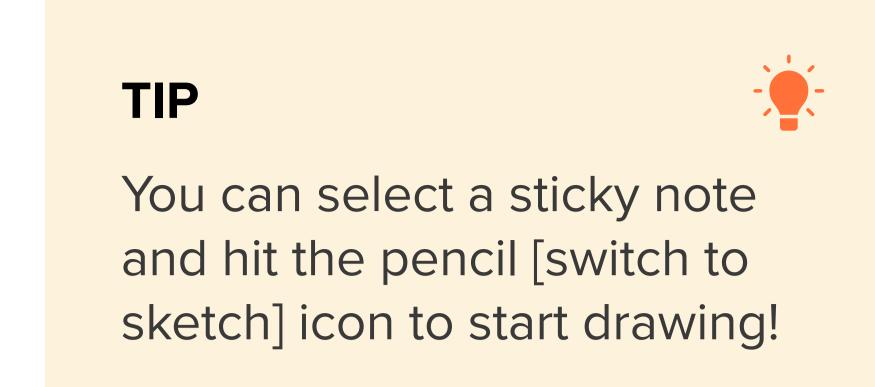
If possible, be visual.



Brainstorm

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

① 10 minutes



Person 1

Special Global policies for specific nightly hotel travelers rates

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y hotel
tes

Person 2

Global policies
for maximum
domestic and
international
flight cost
for specific
routes

Minimum number of days required for advanced bookings

Person 3

Global maximum train coat

Maximum Sustainable train cost tourism and for certain electric

Person 4

Indigenous experience

Traveling for bleisure

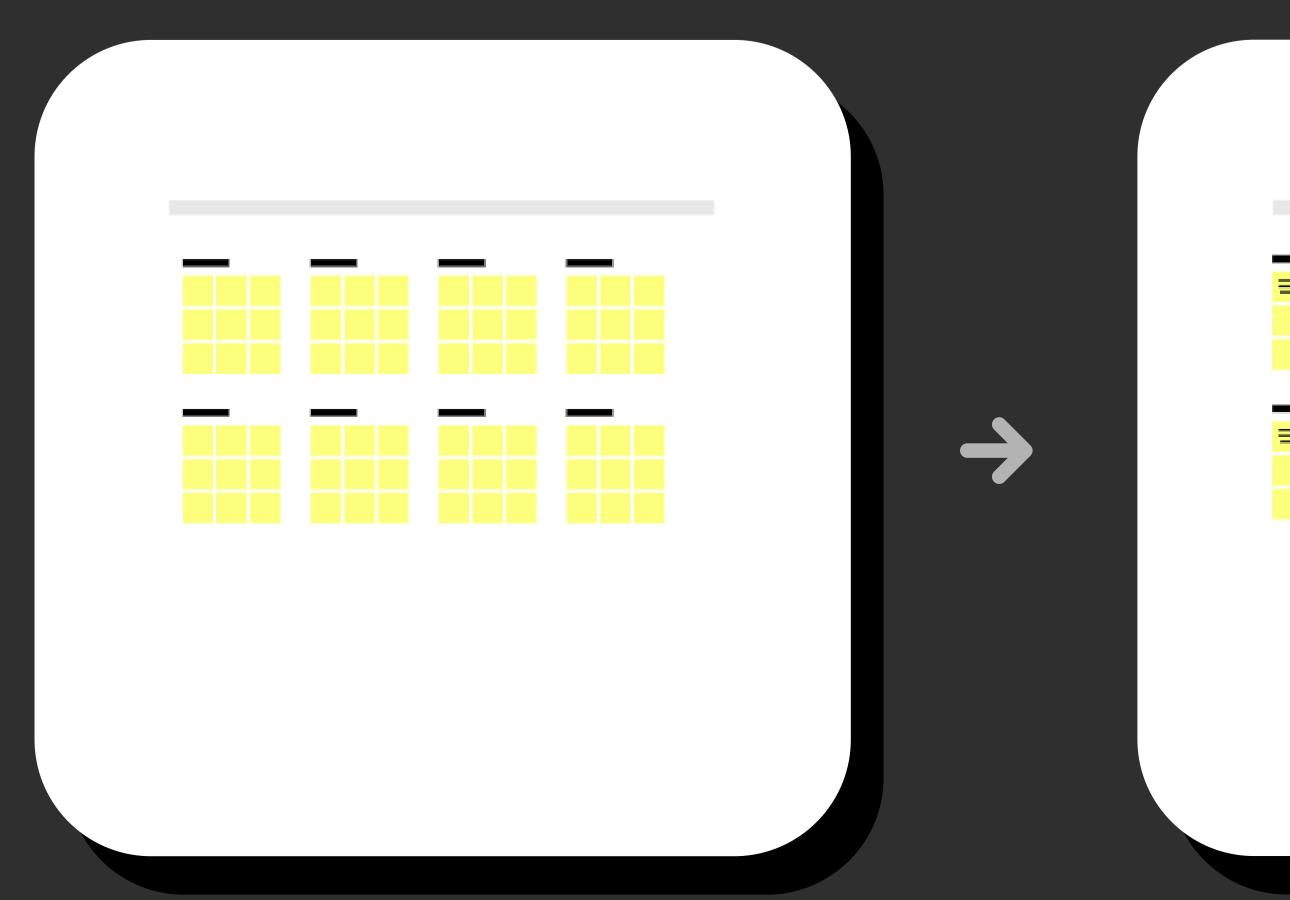
Luxury cruises and upscale all inclusive

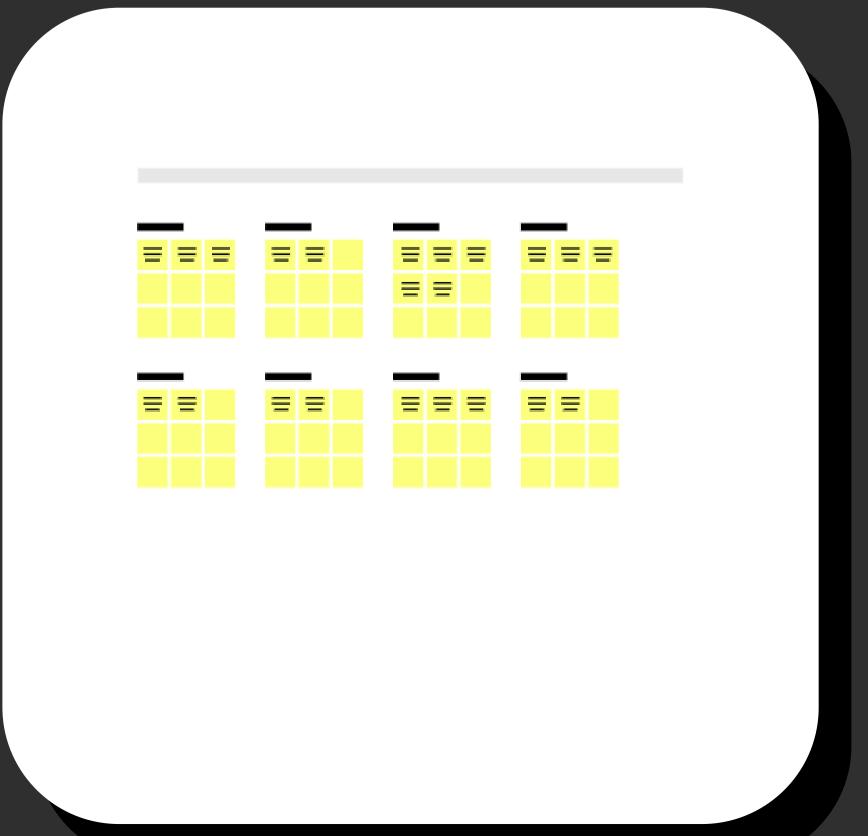
Person 5

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.

① 20 minutes

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as

themes within your mural.

Nightly hotel rates for city

Minimum number of days required for advanced bookings

Sustainable tourism and electric travel

Indigenous experience

Traveling for bleisure

Luxury cruises and upscale all inclusive

Global policies for nightly hotel rates

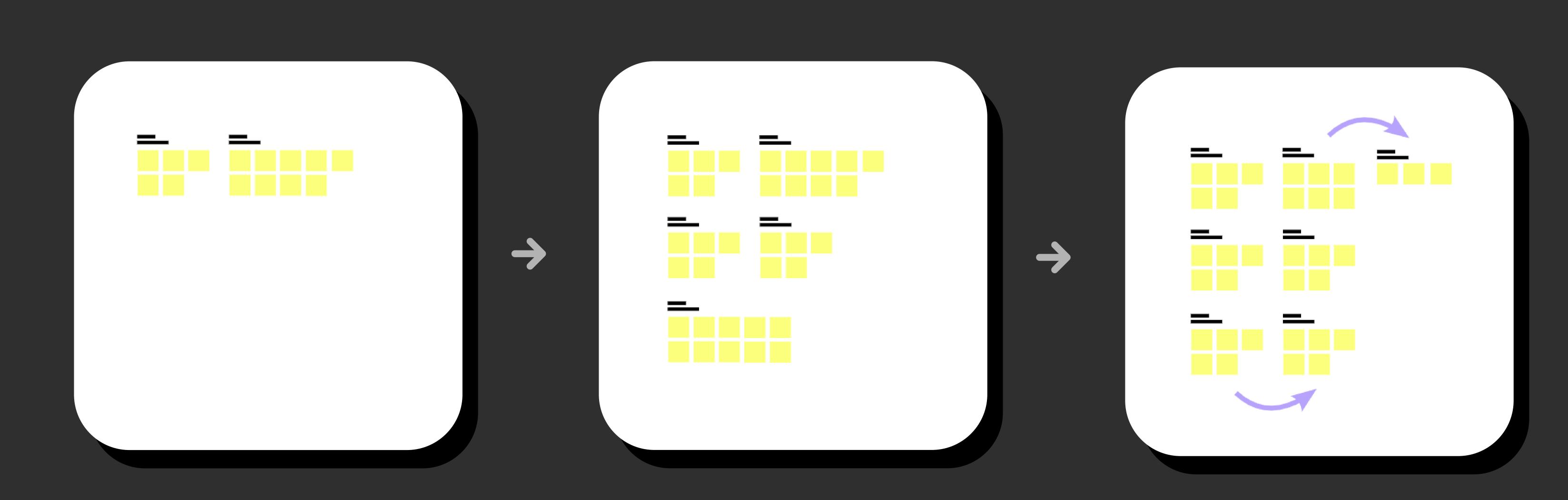
Special policies for specific travelers

Global policies for maximum domestic and international flight cost

Global maximum train cost

Maximum train cost for certain

Maximum flight cost for specific routes





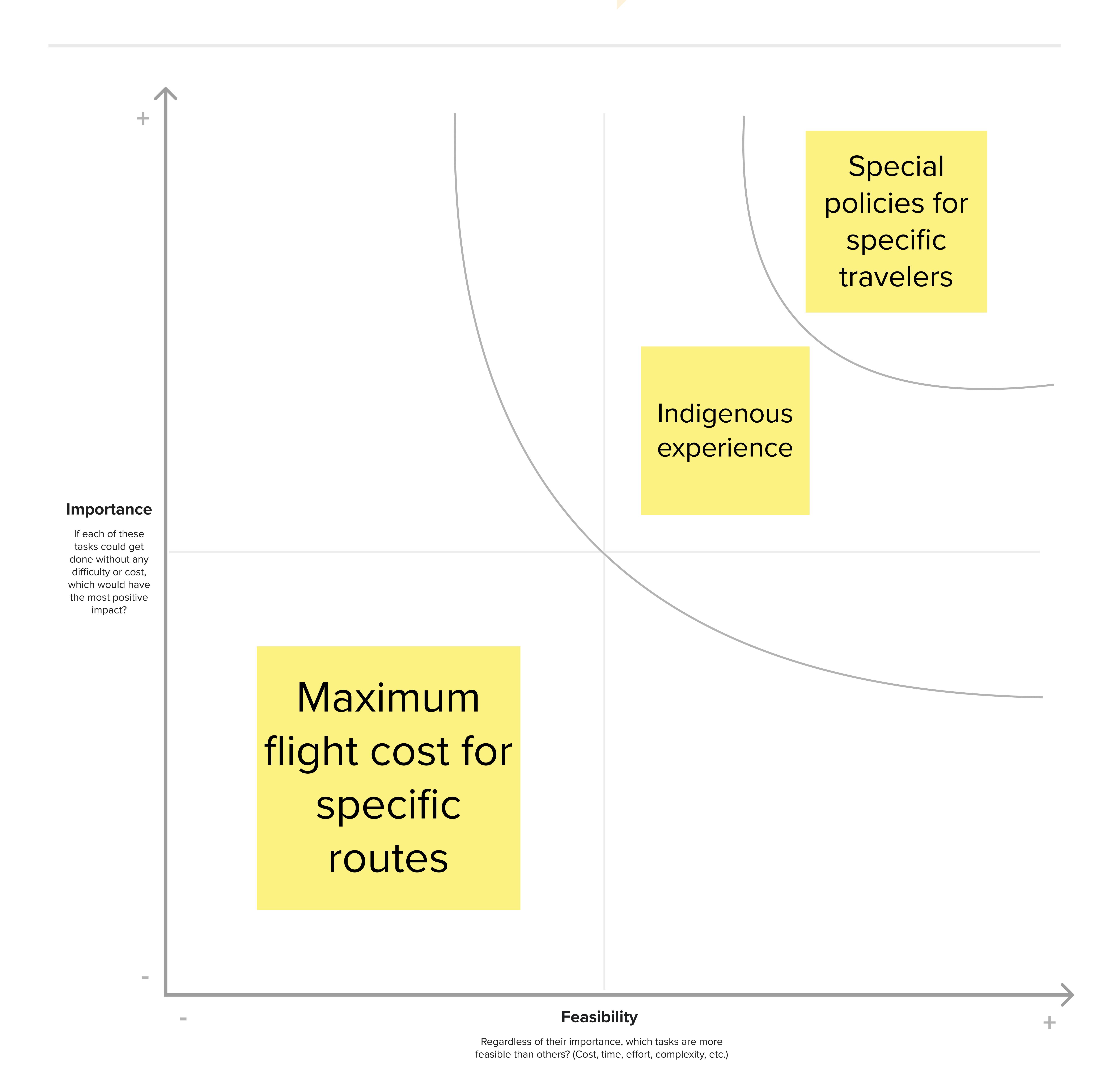
Prioritize

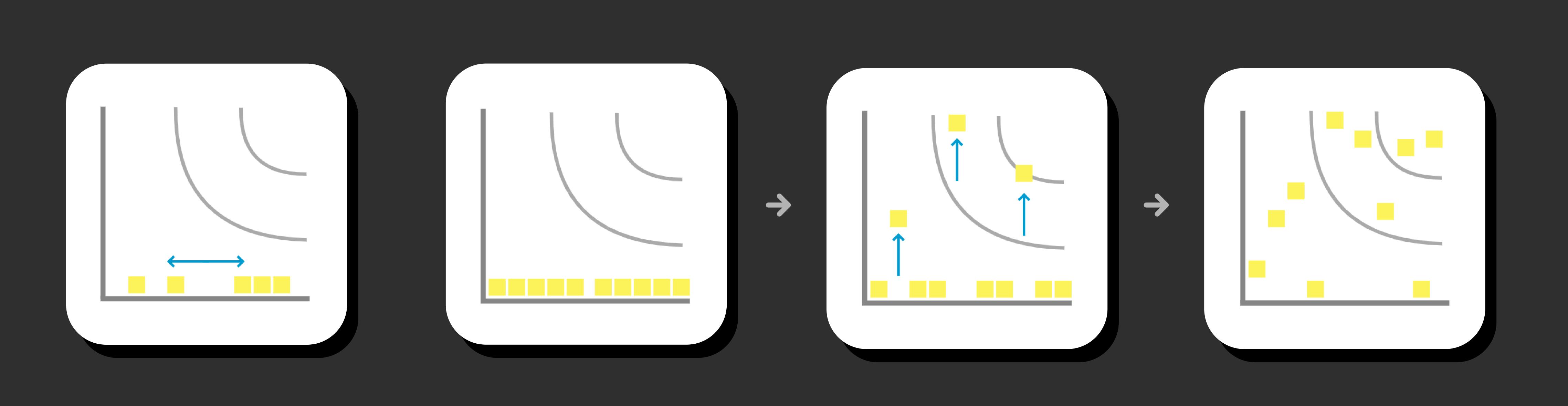
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

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.







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.

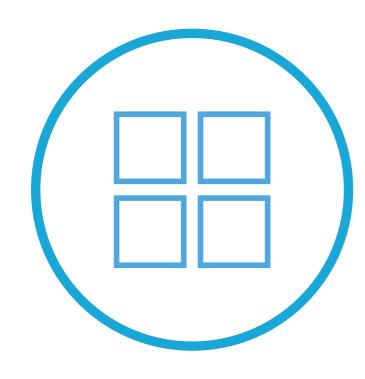
Open the template →



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