

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.

5 minutes

How might we enhance our market segment analysis to better understand and respond to the diverse needs of our customer base?



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.



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

Conduct surveys to gather data directly from your target audience. Ask questions related to their preferences, needs, and behaviors

> Identify key trends and patterns associated with each segment.

Utilize data analytics tools to analyze customer data, including purchase history, website interactions, and social media

engagement.

Person 2

Conduct in-depth interviews or focus group sessions with representatives from each segment.

Explore motivations, pain points, and preferences unique to each segment.

Identify

behavior

segments.

Analyze customer behavior, such as differences in the frequency of purchases, average transaction value, across various and product/service usage patterns.

Person 3

Analyze how competitors are approaching different market segments

Monitor social media platforms to understand what customers in different segments are saying about your brand and industry.

Examine sales data to understand which products or services are popular within each segment.

Person 4

Assess the technology preferences and adoption rates within each segment.

Use geospatial data to analyze the geographic distribution of different customer segments.

Customize marketing strategies based on the techsavviness of different segments.

Identify regional variations in preferences and market demand.

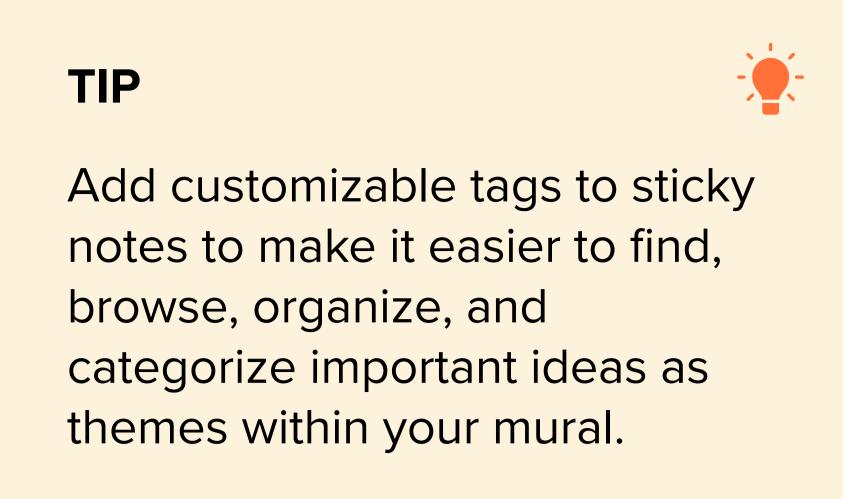




Group ideas

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



Customer Insights
GatheringCustomer
Surveys

Interviews
and Focus
Groups

Social Media
Listening

Data
Analysis:Data
Analytics

Sales Data
Analysis

Technology
Adoption
Analysis

Analysis

Competitor and Market Trends:

Competitor Analysis

Segmentation Over Time

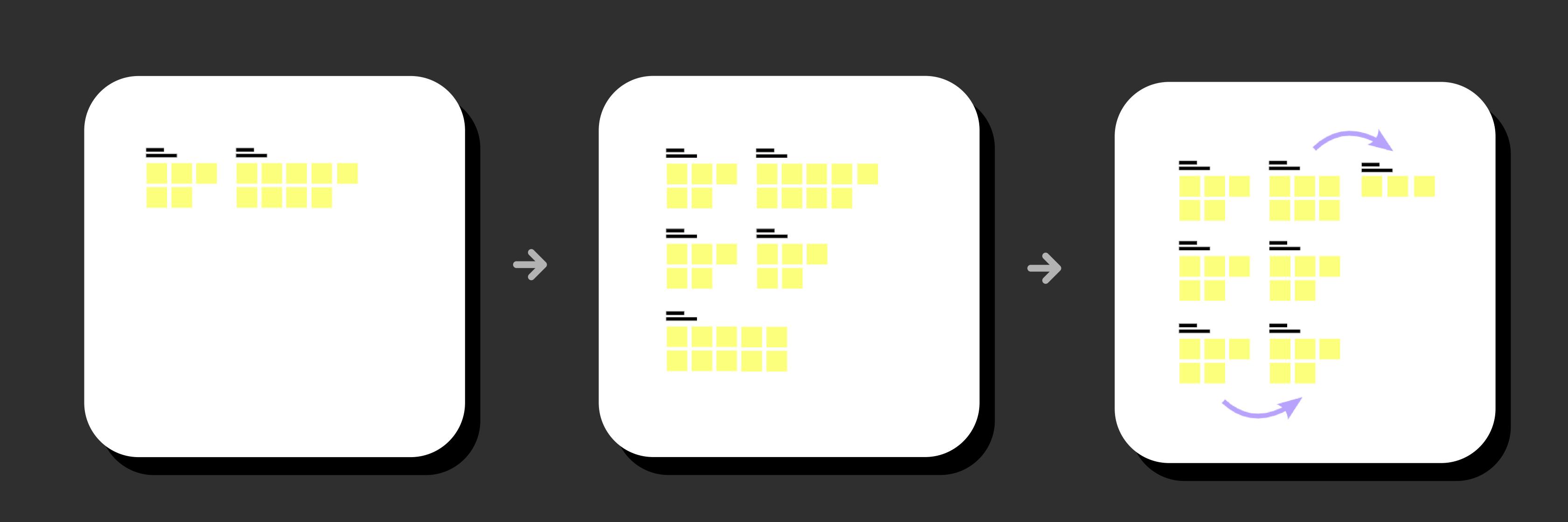
Trends:

Economic Trends

Impact

Geographic and Segment Segment Analysis

Geospatial Analysis





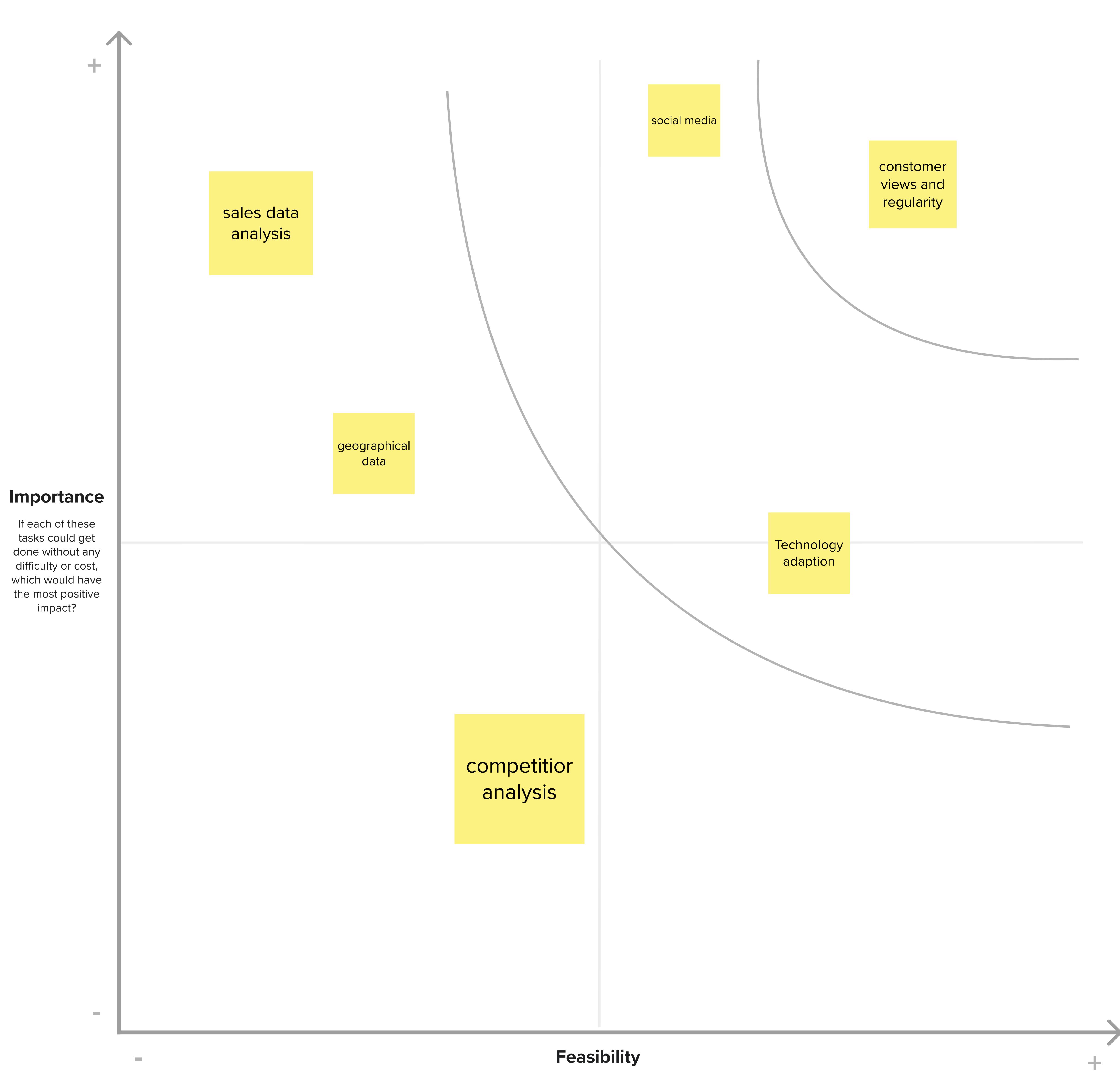
Prioritize

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.

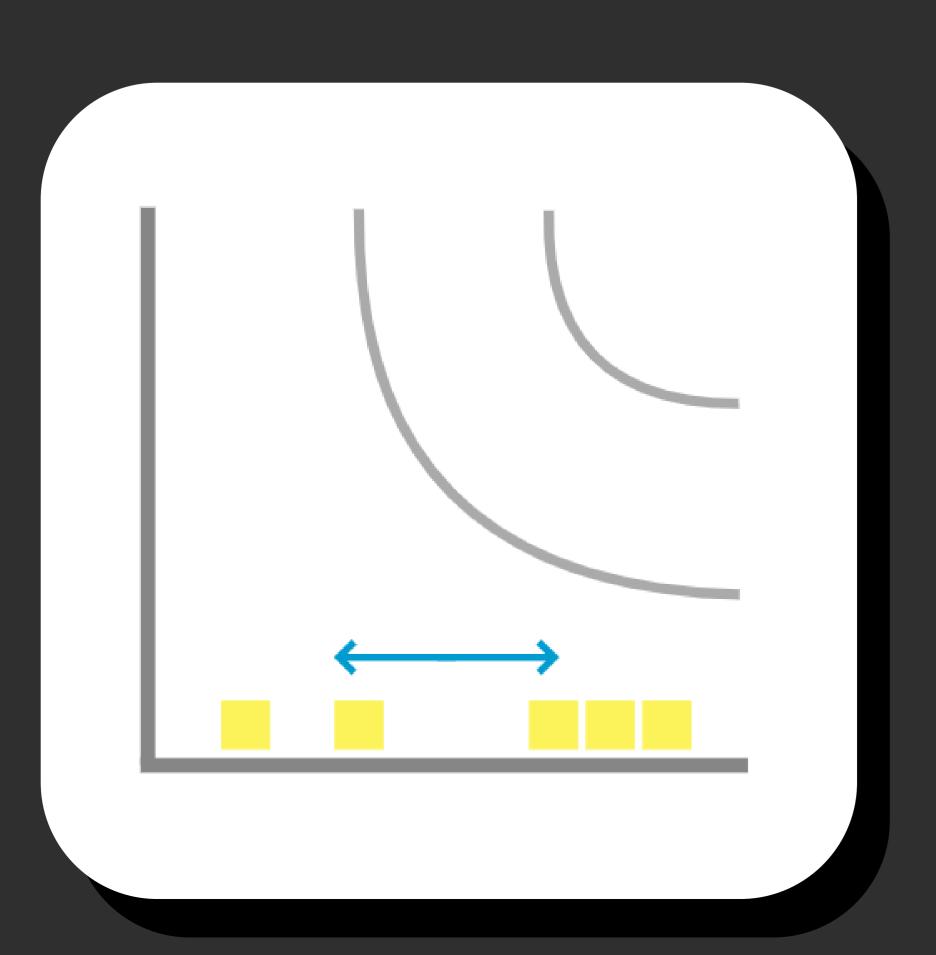
① 20 minutes

TIP

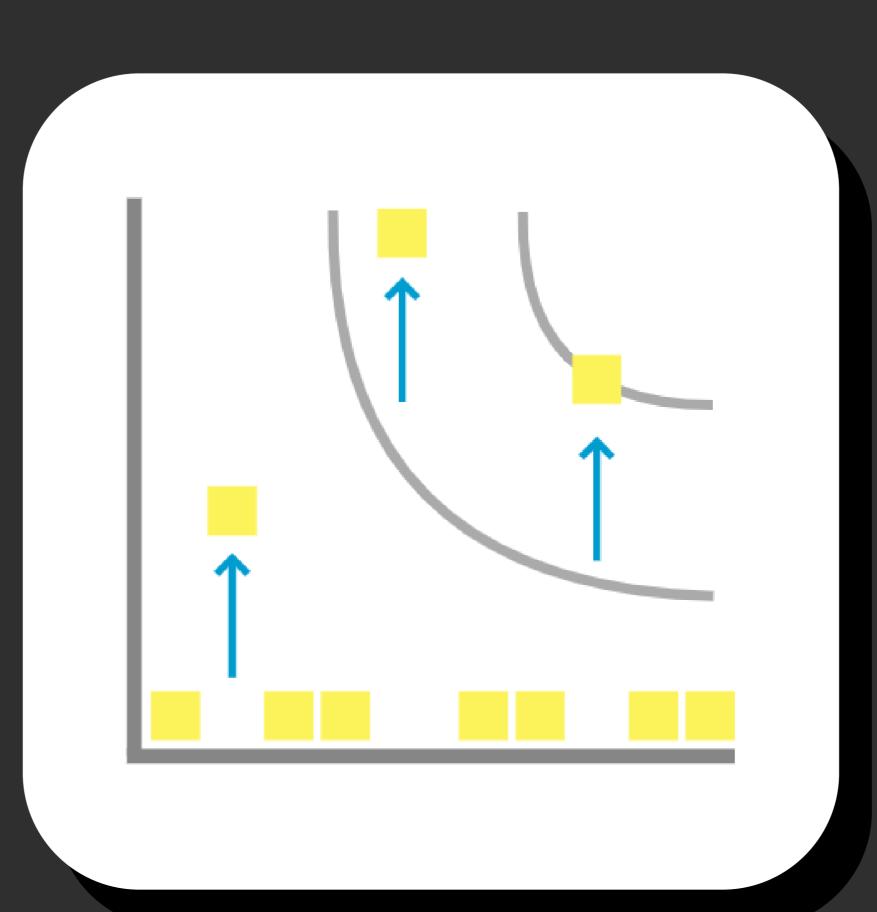
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.



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 mu

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.

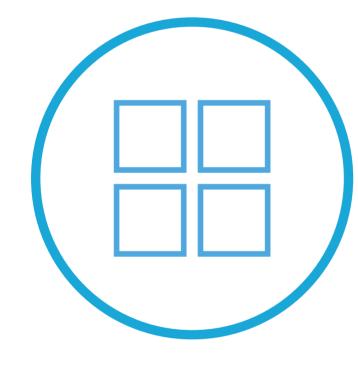
Open the template →



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 →