

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
 BHARATH.C,MOHAMED ARSHAD P.M,THARUN.R,VINOTH.K
- Set the goal

 The Pizza Forge (Pizza delivery services)

 For brand awareness and customer engagement. And to increase profit.
- Learn how to use the facilitation tools
 Use the Facilitation Superpowers to run a happy and 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.

① 5 minutes

PROBLEM

To provide fast delivery of pizza and resulting in a convenient and consistent in pizza texture. The pizza forge ensures that pizzas are cooked evenly and in a short amount of time.



Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.

If possible, be visual.





Listen to others.



Go for volume.





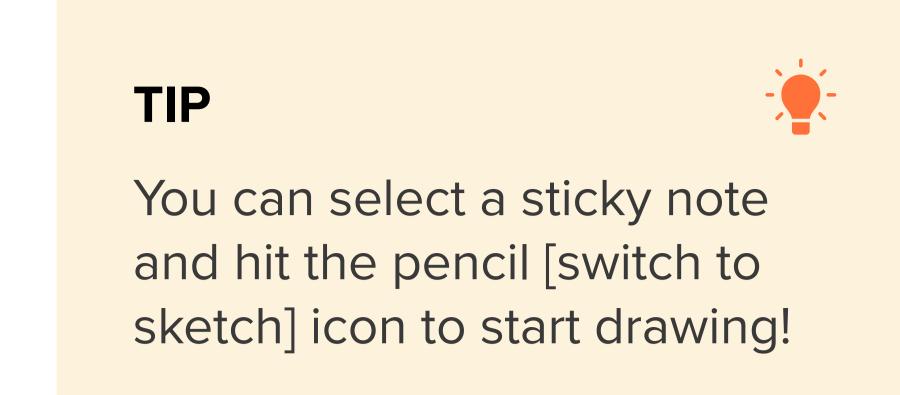
Brainstorm

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

USER-

CONTENT

① 10 minutes



BHARATH C

PRODUCT SHOWCASE

COMPANY GENERATED CULTURE

MOHAMED ARSHAD P M

CUSTOMER NEEDS

CUSTOMER PREPARATION TESTIMONIALS TUTORIALS

PIZZA

VINOTH K

BEHIND THE SCENES KITCHEN TOUR

PAY-PER-CLICK SEASONAL PROMOTIONS ADVERTISING

THARUN R

ENGAGE WITH FOOD BLOGGERS

EMOTIONAL APPEAL

LOCAL SEO,SPECIALTY PIZZAS

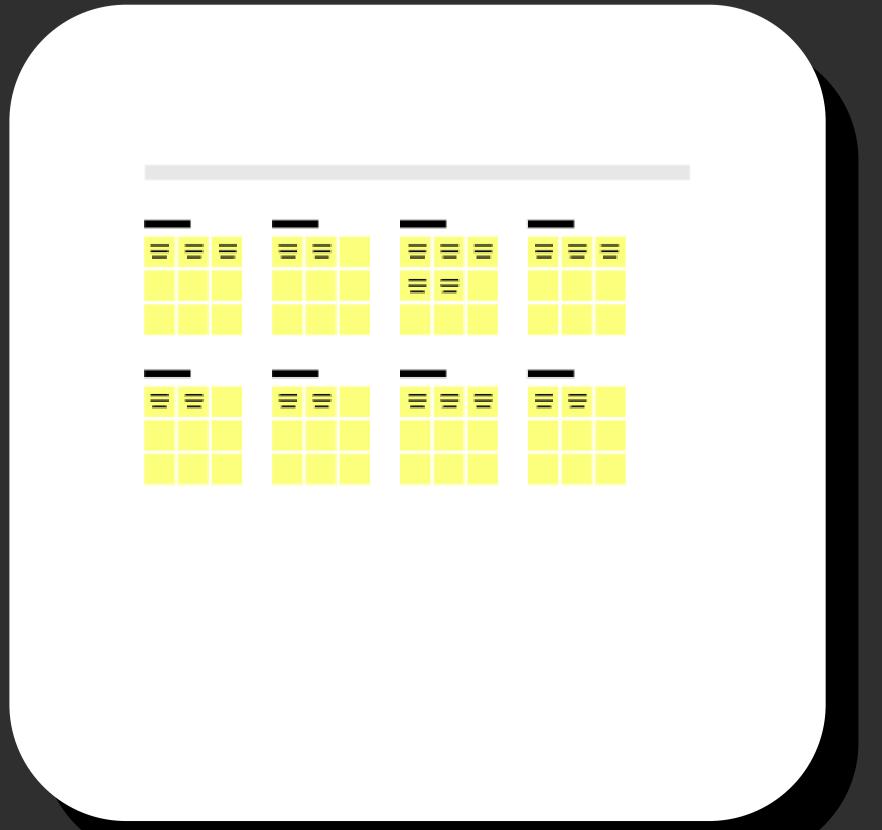
Person 5

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.

(†) 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.

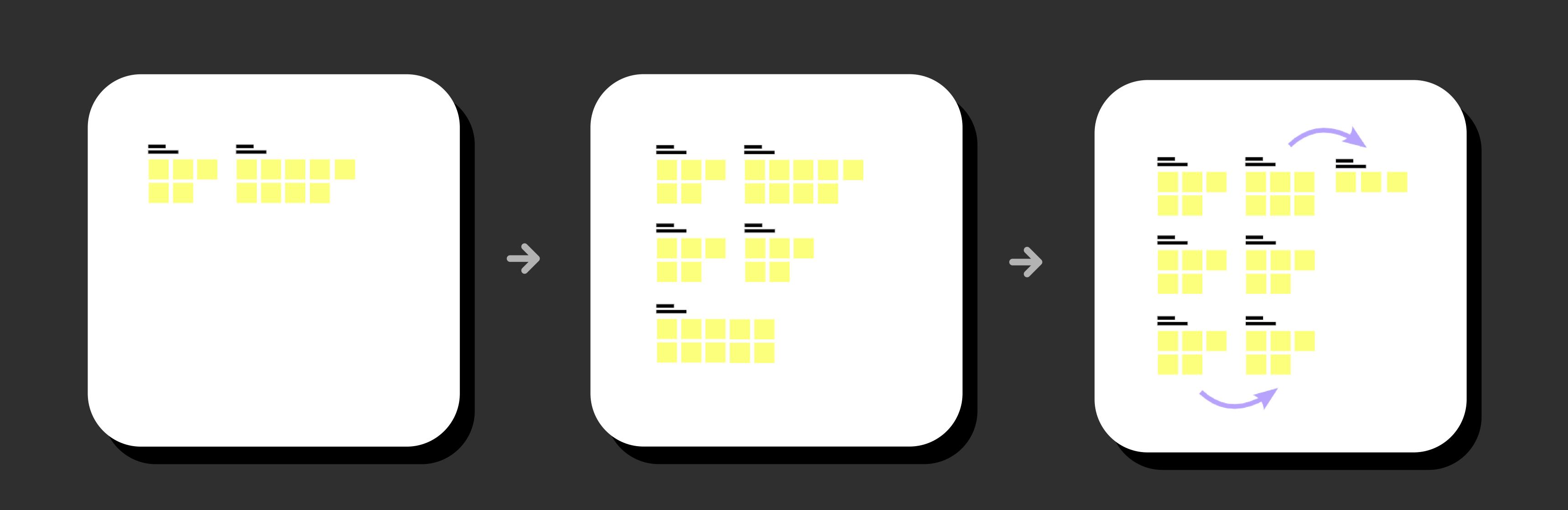
Create engaging video content, such as pizza preparation tutorials, behind-the-scenes kitchen tours, or customer testimonials. Share these on our website and social media platforms

Implement a user-friendly and efficient online ordering system on your website and mobile app, making it easy for customers to place orders and pay digitally.

By using PPC advertising, such as Google Ads, to display your ads at the top of search engine results when users search for pizza-related keywords. we can able to target specific geographic areas to reach local customers.

Optimize our website for local SEO. Use relevant keywords (e.g., "best pizza in [your location]") to improve your search engine rankings and make it easier for local customers to find you.

Invest in targeted online
advertising through
platforms like Google Ads
and social media
advertising. we can able
to reach a broader
audience and track results





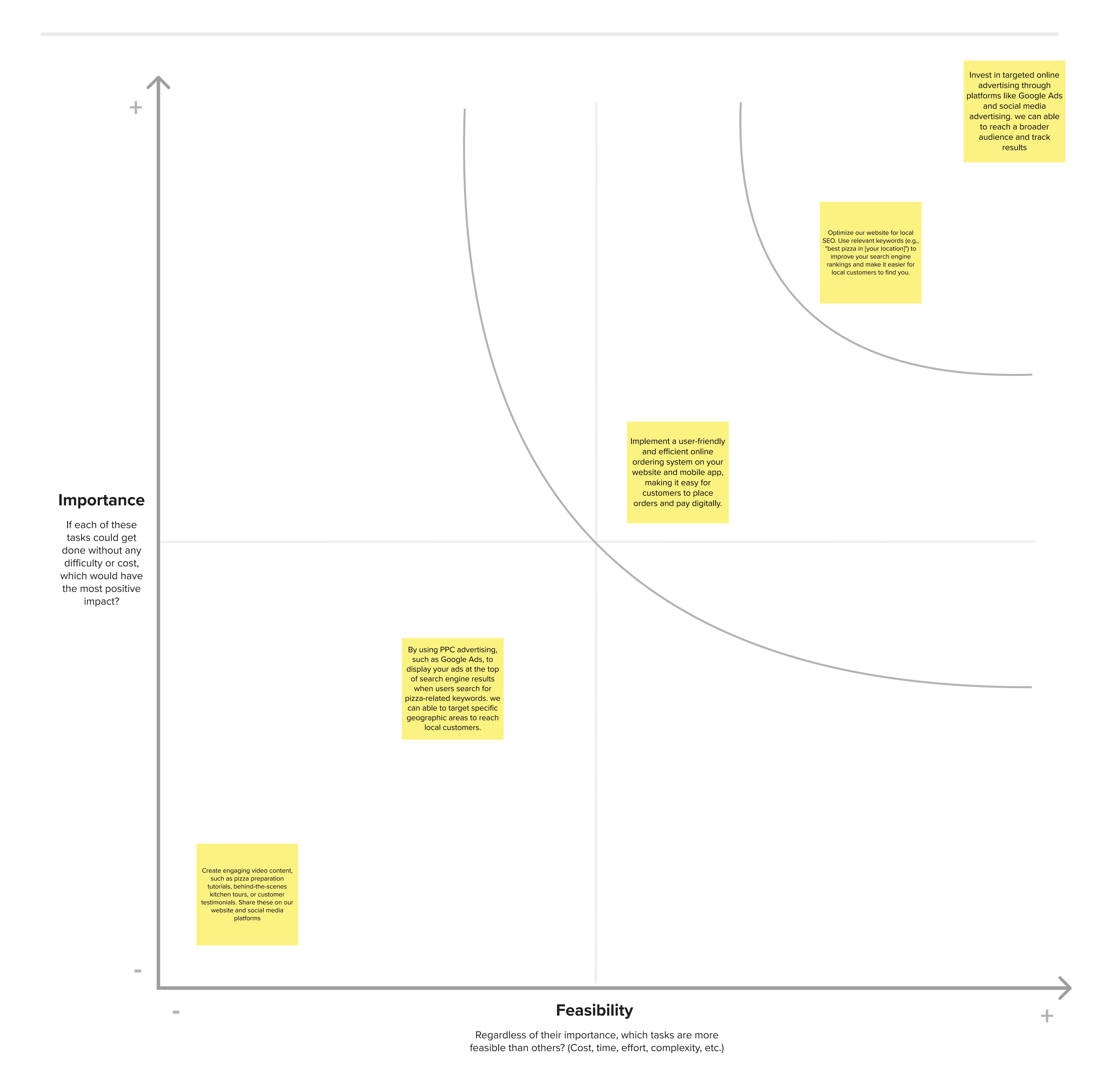
Prioritize

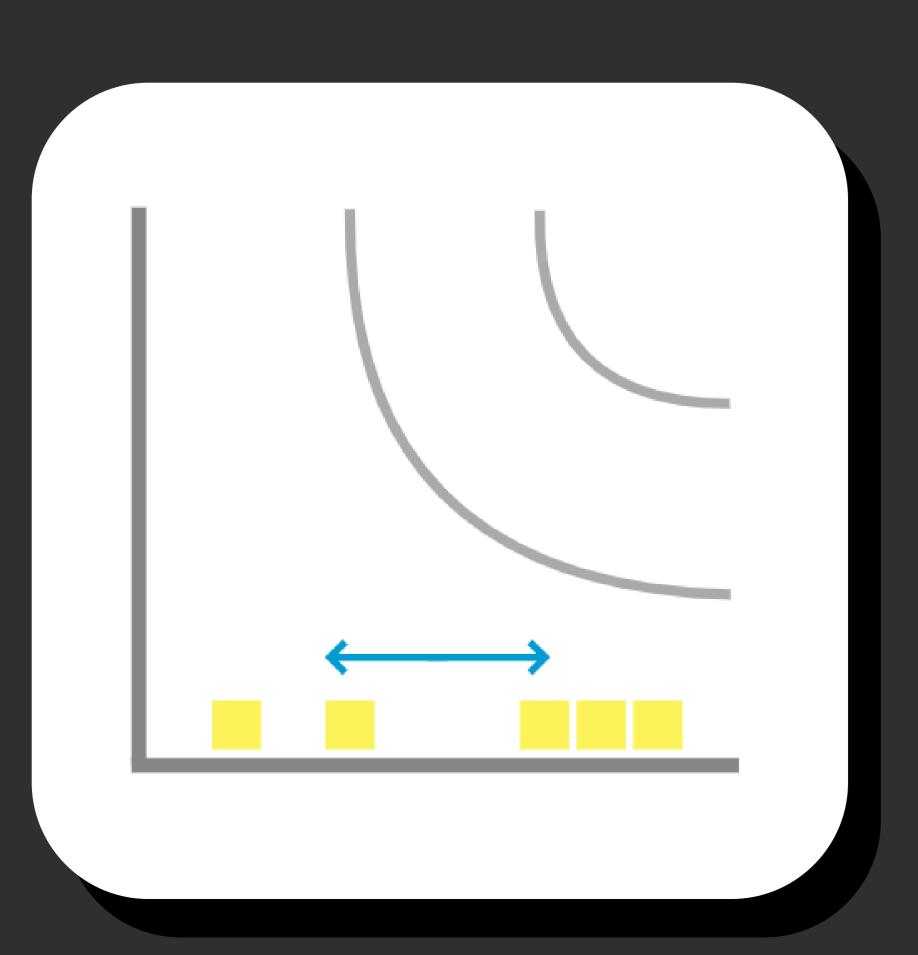
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes

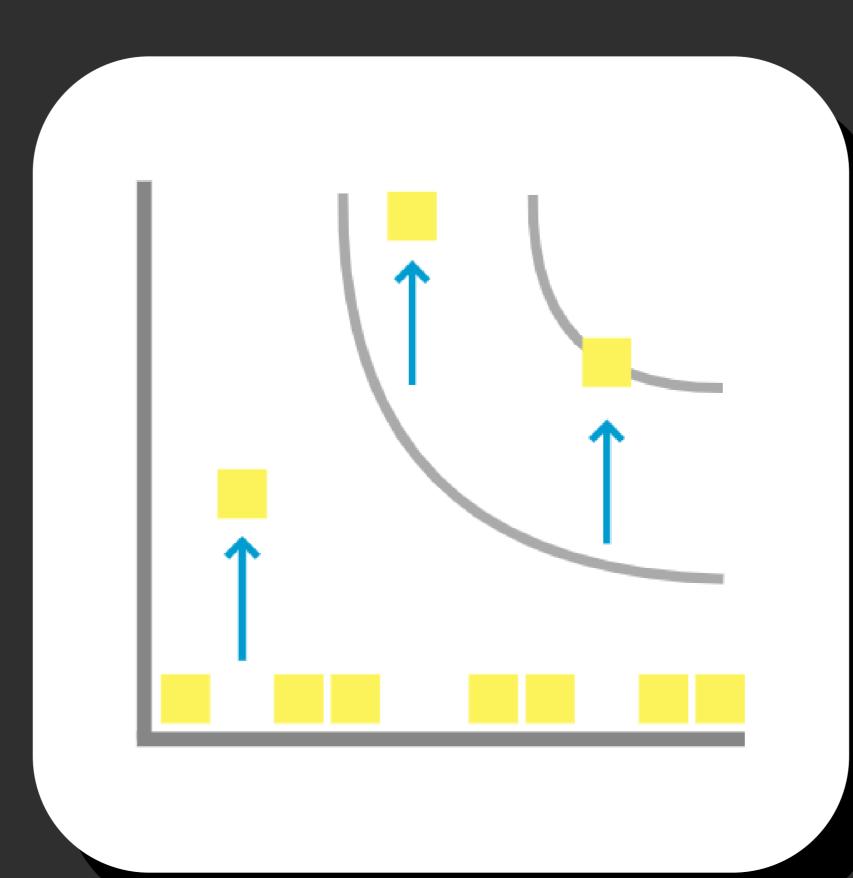
TIP

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.

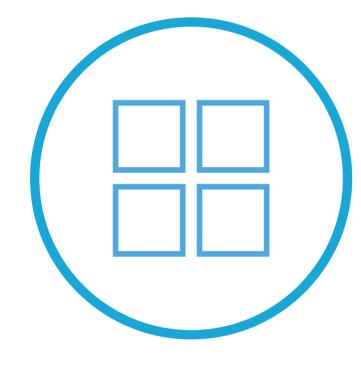
Open the template →



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