

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

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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

how to create a website using vanva?



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!

vignesh d

Define the primary issue - the need to create a website for laptop sales in an online environment.

Explain the market demand for such a website and how it has been influenced by the increasing reliance on online shopping for laptops

Consider the competition in the online laptop sales market and how the website needs to stand out or address gaps.

pavin s

Highlight the need to provide an exceptional user experience, ensuring easy navigation, product discovery, and a smooth purchasing process.

Address the challenge of featuring a wide range of laptop models, brands, and specifications to cater to diverse customer preferences.

Specify clear,
measurable goals for
the website project,
such as sales
targets, traffic
growth, or customer
satisfaction metrics.

a jagan

Recognize the importance of establishing trust and ensuring data security in online transactions.

Explain the need to attract and retain customers through effective marketing and promotion strategies.

manibharathi r

Mention the necessity of offering customer support and addressing inquiries promptly to enhance the user experience.

Consider the ongoing maintenance and updates required to keep the website current and secure.





Group ideas

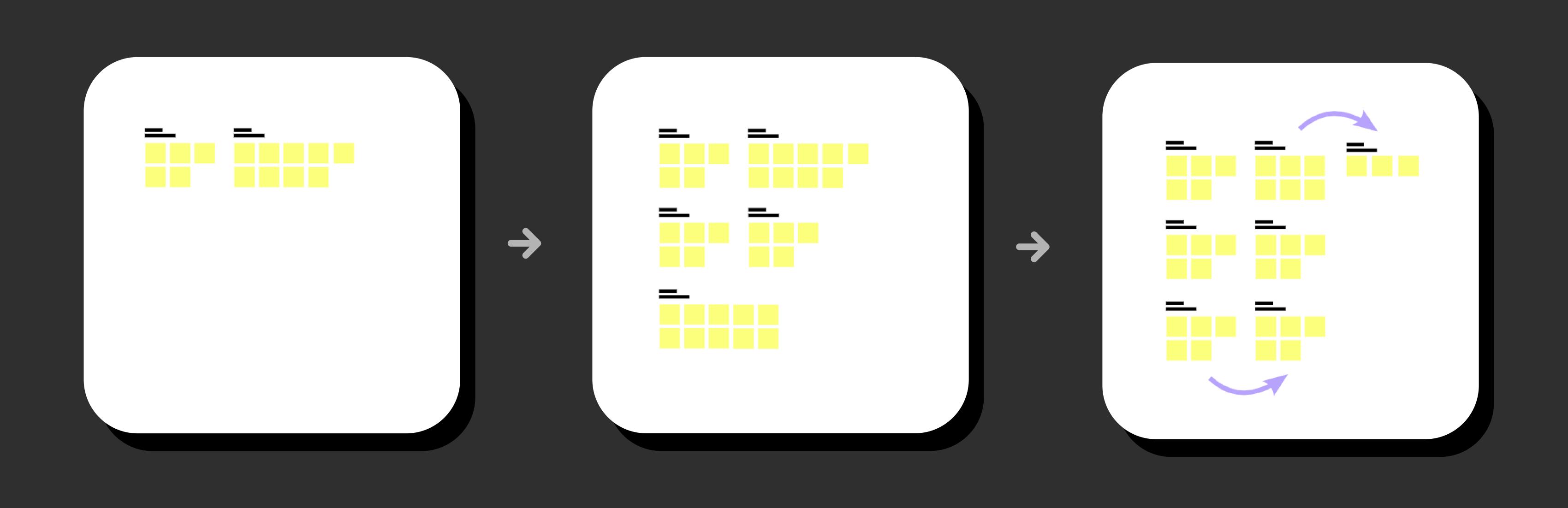
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

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.

Encourage the group to brainstorm and generate ideas for new and innovative features that can be added to an existing product or incorporated into a new product. This can include technological advancements, design improvements, or novel functionalities.

Challenge the group to come up with strategies for expanding market reach and increasing sales. This can include exploring new target demographics, international markets, distribution channels, or promotional campaigns.





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.

(†) 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.

Evaluate the practicality and resources required for implementing each idea. Consider factors like budget, technology, manpower, and time constraints to determine which ideas are

realistically achievable.

While feasibility is an essential criterion, resource intensity refers to the amount of resources, including time, money, and manpower, an idea requires. Lower-priority ideas may be resource-intensive and can be deprioritized in favor of more efficient solutions.

This criterion involves
assessing how well an idea
aligns with secondary or
less critical goals and
objectives. Lower-priority
ideas may be those that
contribute to these
secondary goals but are not
as closely aligned with
primary objectives.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Assess the potential impact and value of each idea. Prioritize those ideas that are likely to deliver the most significant benefits, such as increased revenue, improved customer satisfaction, or enhanced efficiency.

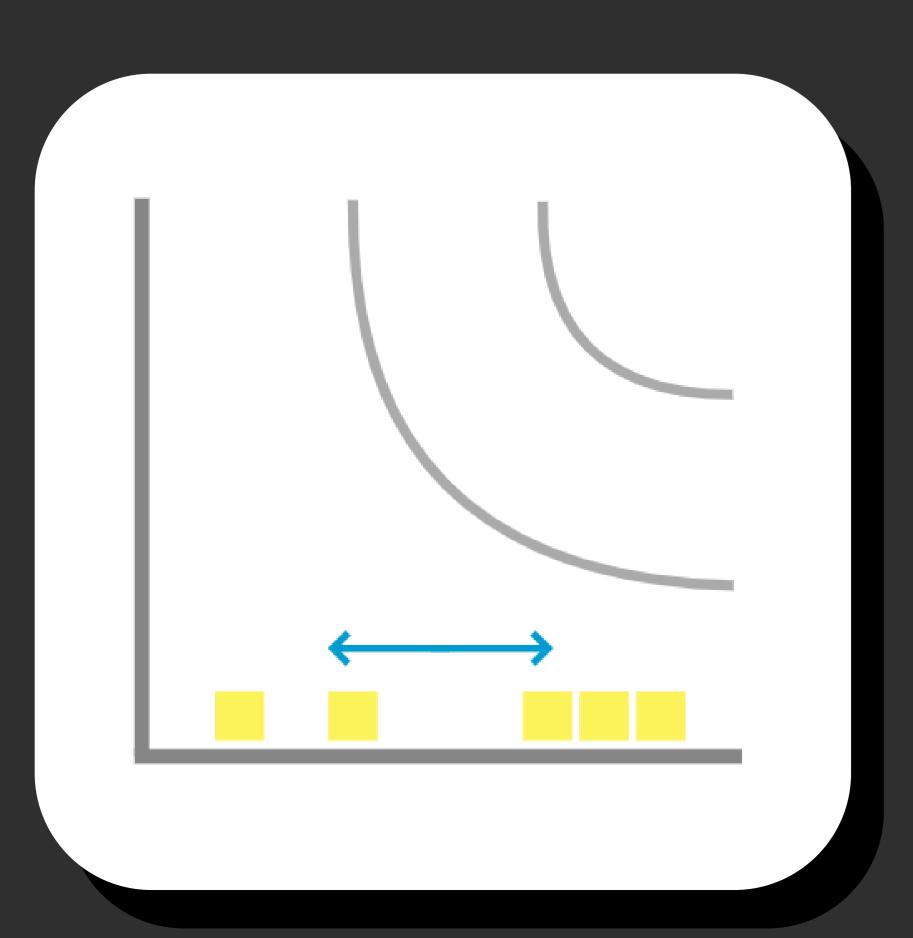
Consider the time horizon for an idea's impact. Some ideas might offer short-term gains, while others could have more substantial long-term benefits. Lower-priority ideas may be those with delayed or uncertain impacts compared to more immediate solutions.

Ensure that the selected ideas align with the overarching goals and objectives of the project, team, or organization.

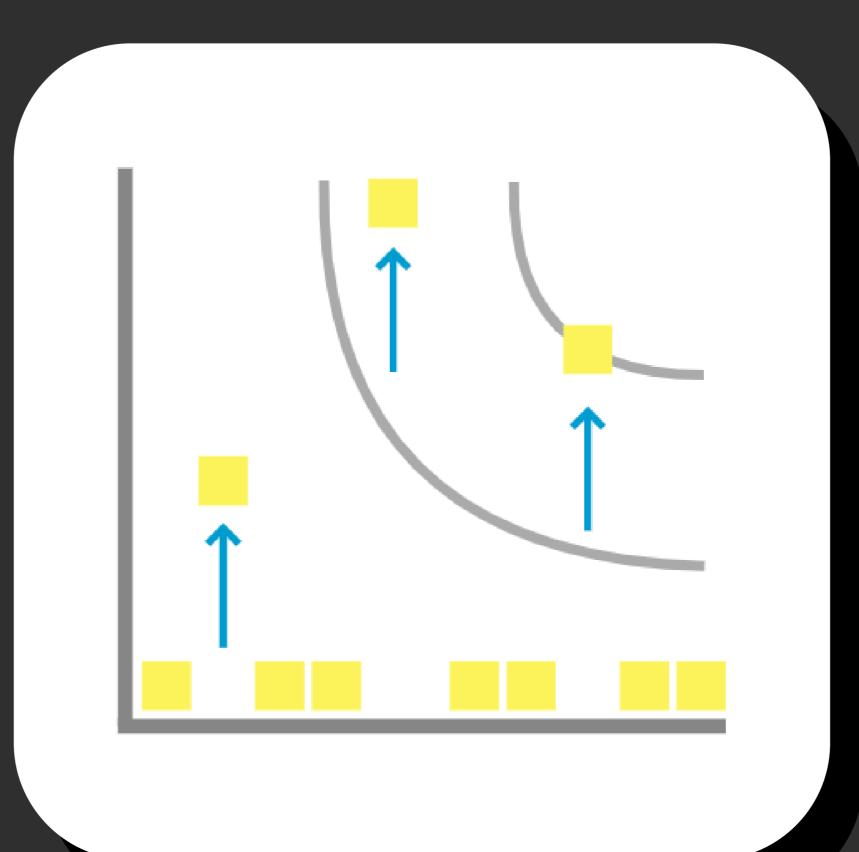
Prioritize ideas that contribute directly to these goals and have a strategic fit.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)









H



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.

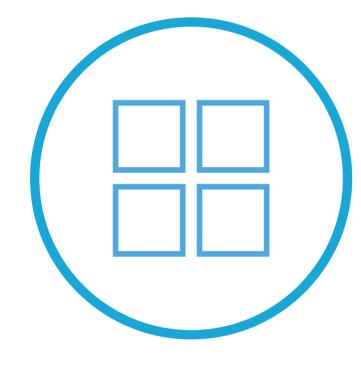
Open the template →



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 →

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