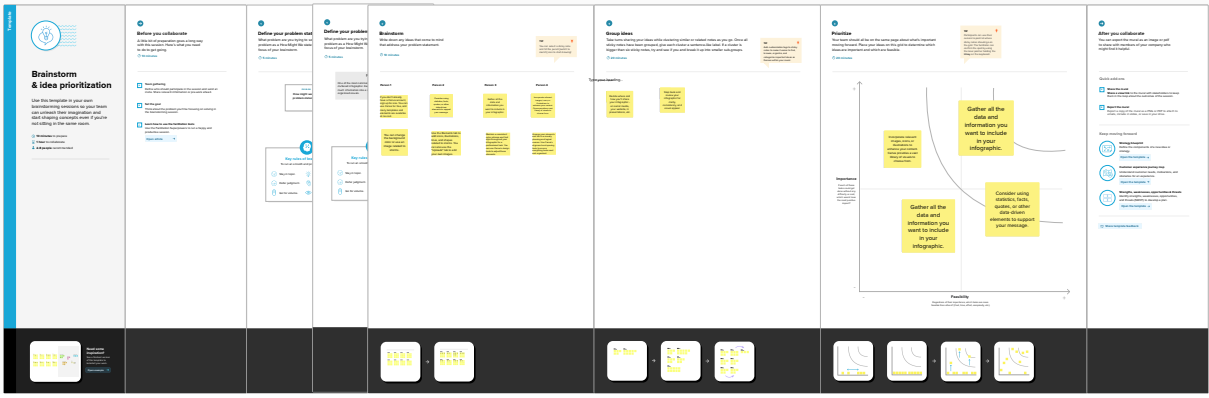
Brainstorm
& idea prioritization
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.
10 minutes to prepare
1 hour to collaborate
2-8 people recommended
Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
10 minutes
Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead of time.
Set the goal
Think about the big problem you're focusing on. Ideally, this is a well-defined, focused question.
Learn how to use the facilitation tools
Use the Mural Help Guides to become a more helpful and productive collaborator.
Open setup
Define your problem statement
What problem are you trying to solve? Frame your challenge as a How might We question to ignite your team's creativity.
5 minutes
How might we
problem statement
Key takeaways
Key criteria
Ideas to keep
Ideas judgment
Set the criteria
Brainstorm
Write down any ideas that come to mind that address your problem statement.
10 minutes
Timer
Person A
Person B
Person C
Person D
Time's up. Let's vote.
Dot vote
Group ideas
Group ideas sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence that capture the theme of the cluster.
10 minutes
Time's up. Let's vote.
Dot vote
Vote
Vote
Vote
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.
10 minutes
Importance
Feasibility
Gather all the data and information you want to include in your infographic.
Consider using statistics, facts, quotes, or other data-driven elements to support your message.
After you collaborate
You've got the ideas, now it's time to take your session to the next level.
Quick action
Share the link
Share a copy link to the Mural with stakeholders to keep them informed on the exciting new ideas, while session fresh in their minds.
Export the mural
Share a copy of your session as a PDF, or PNG to share it in slides, outlines or notes, or save it as your own.
Keep moving forward
Strategy blueprint
Define the collaborative, actionable plan behind your project.
Open this template
Customer experience journey map
Understand everything's touch, interactions, and relationships for an experience.
Open this template
Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats of your business or project.
Open this template
Share template feedback