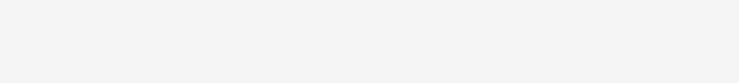


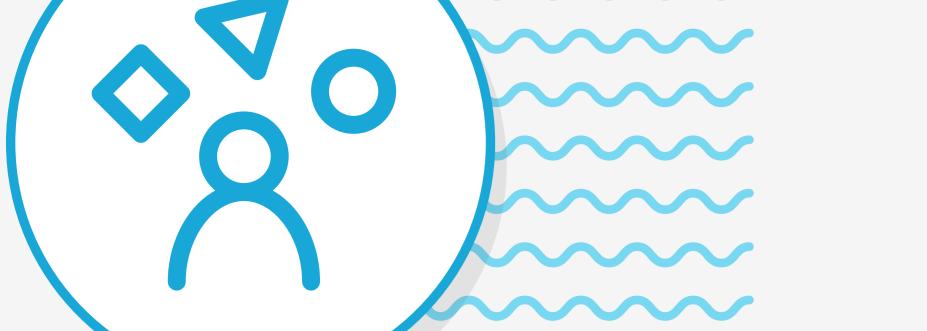
Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- 15 minutes to prepare
- **30-60 minutes** to collaborate
- 3-8 people recommended

Created in partnership with Meta





Before you collaborate

them to the team.

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

① 15 minutes

- Choose your best "How Might We" Questions Create 5 HMW statements before the activity to propose
- Set the stage for creativity and inclusivity Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.
- 1. Encourage wild ideas (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.) 2. Defer judgement (This can be as direct as harsh
- over one another.) 3. Build on the ideas of others ("I want to build on that idea" or the use of "yes, and...")

words or as subtle as a condescending tone or talking

- 4. Stay focused on the topic at hand
- 5. Have one conversation at a time 6. Be visual (Draw and/or upload to show ideas,
- whenever possible.) 7. Go for quantity
- Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

Open the website →

Define your problem statement

It is important to fx this problem because since everything in our day to day life is becoming/being converted to digital from a physical/analog entity. It is necessary to access information from anywhere. It reduces the hassles

① 10 minutes

QUESTION how might we create a user interface?

how might we use the cloud services to connect

backend and front end?

QUESTION

How might we retrive data

from backend?

Brainstorm

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

① 10 minutes

	ALBIN			M	ANIKANDAN			ASHKAR ALI			DHANUSH			
		Keep the news relevant and short		All in one place		Syndicate your content	Its Save user Tin		Alternate communication Channel		Identify blogge and infuence	ers	Market trends tracking	
	Customisable profle	Bookmark news		Focus on lead	Improved OnTime Performance			Increases Productivity	Competitive		Competitor Analysis		Use only trusted sources	
Very little resource usage	Deliver news, according to the persons intern	Straight forward sigh up process		Track how often user visit area	Weather updates		Create better and more targeted content	Browsing with keyword on the web		inf	Receive only the formation ou need	Curate and focuse		

Prioritize

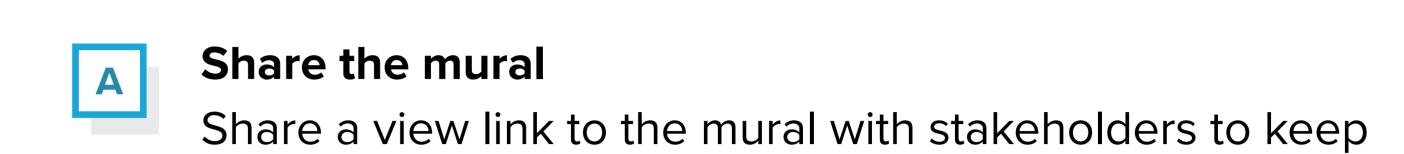
① 10 minutes

Person 1	Person 2
Person 3	Person 4
Person 5	Person 6
Person 7	Person 8

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might fnd it helpful.

Quick add-ons

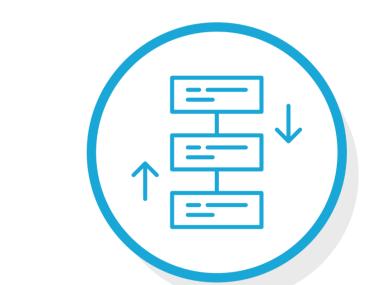


them in the loop about the outcomes of the session.

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 Defne the components of a new idea or strategy



Customer experience journey map obstacles for an experience.



Strengths, weaknesses, opportunities & threats Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

