# Brainstorm

**TIP**

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

## 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

**1**

## 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

**2**

## Brainstorm

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

#### 10 minutes

**3**

## Group ideas

### Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

**4**

## 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**

## 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**

# & idea prioritization

Problem Statement

It is important to fix 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 of getting knowledge and information that has happened before and will promote everyone to know better about the current events and will motivate everyone to gain profound knowledge in their interests. It wouldn't look weird when

**A Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

## **Ragupathy N**

Keep the

## Sathish Kumar L

Syndicate

## Dhanasiva P

Alternate

## **Santhosh**

Identify the

Market

Ragupathy N

24/7 News accessible

##### Share the mural

**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

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

##### Set the goal

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 productive session.

**[Open article](https://support.mural.co/en/articles/2113740-facilitation-superpowers)**

## Key rules of brainstorming

secure and trusted ecosystem

To run an smooth and productive session

Very little resource usage

news

relevant and short

Customisable profile

Bookmark news

Straight forward sigh up process

All in one

place

Focus on lead

Track how often user visit area

Improved On- Time Performance

Weather updates

your

content

Its Save

user Time

Create better and more targeted content

communication

Channel

Increases Productivity

Competitive

Competitor Analysis

Receive only the information you need

bloggers

and influencers

Curated and focused

trends

tracking

Use only trusted sources

Make the news accessible through all devices

Can increase Backlinks

Browsing with keyword on the web

Deliver news, according to the persons internet

Simple Navigation

**Santhosh M**

Make the news accessible through all devices

Automate your content delvery process

**B 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](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

Understand customer needs, motivations, and obstacles for an experience.

Stay in topic. Defer judgment.

Encourage wild ideas. Listen to others.

**Sathish kumar L**

secure and

## Importance

If each of these tasks could get

##### [Open the template](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

**Strengths, weaknesses, opportunities & threats**

Can increase Backlinks

Identify strengths, weaknesses, opportunities,

|  |  |
| --- | --- |
|  |  |
|  |  |

Go for volume. If possible, be visual.

Keep the UI simple and intuitive

Spam Free

trusted

ecosystem

done without any difficulty or cost, which would have the most positive impact?

and threats (SWOT) to develop a plan.

##### [Open the template](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)

**[Share template feedback](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)**

Spam Free

Setting Keyword Alerts

User can customize easily

Supporting virtual events

Supporting virtual events

**Dhanasiva P**

##### [Share template feedback](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

Media monitoring service

## Feasibility

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



**Template**

**Need some inspiration?**

See a finished version of this template to kickstart your work.

**[Open example](https://app.mural.co/template/e5a93b7b-49f2-48c9-afd7-a635d860eba6/93f1b98d-b2d2-4695-8e85-7e9c0d2fd9b9)**