

Step-2: Brainstorm, Idea Listing and Grouping

4

Brainstorm

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

10 minutes

VISHNU PRIYA A

Clear friendly user application

UI/UX is preferences

High performance

Visual representation

Personalized user interface

Minimalist but

Interactive with application

Handle multiple payments

SHALINI K

Simple design

Reduce user frustration

High security in the system

High security in the system

Backend

Simple and easy to use

Integration of different data sets

Mobile application

SANGEETHA S

High performance

Visual representation

Interactive with application

Handle multiple payments

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 can break it up into smaller sub-groups.

20 minutes

Group 1

Personalized user interface

Integration of different data sets

Simple design

Handle multiple payments

Clear friendly user application

Group 2

High performance

Visual representation

Interactive with application

Handle multiple payments

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and delete your ideas. Use a variety of colors, patterns, and icons.

Step-3: Idea Prioritization

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

5 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 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