# Brainstorm

**Template**

## 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

**TIP**

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

#### 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.

**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.

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**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.

**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.

**Quick add-ons**

# & 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

**A Team gathering**

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

**B Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

**C 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)

**PROBLEM**

investigate the drivers and hurdles for those goals. Combine the information into a sentence or question that summarizes the situation and has promote for thinking of solutions.

**Key rules of brainstorming**

To run an smooth and productive session

**Person 1**

Very good quality of logo’s and design present by our team members.

Online payment for your logo designs and trusted payment method.

##### Person 2

You gave for our many designs and I will give good

% of offers.

Available for low cost and produce the good quality of designs presents for our team.

##### Person 3

Make sure our fasion brand is unique.

Provide inventory information online

##### Person 4

Fun should become an integral part of the process at it’s the start of the new journey for the brand its team.

Special prizes will be given to those who buy logo designs above Rs.1000

A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc. In its simplest definition, a logo identifies. It's how your company is recognized and remembered among others.

**+**

Ideally, a logo will present a brand to an audience while also differentiating it from the competition. It will be packed with meaning and perfectly communicate the industry, services, demographic and values of a company so that consumers can speedily decide if it's for them.

You gave for our many designs and I will give good % of offers.

Available for low cost and produce the good quality of designs presents for our team.

**A Share the mural**

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

**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**

Stay in topic. Defer judgment.

Encourage wild ideas. Listen to others.

### Importance

If each of these tasks could get

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

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

Go for volume. If possible, be visual.

done without any

difficulty or cost, which would have the most positive impact?

##### Strengths, weaknesses, opportunities & threats

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

Fun should become an integral part of the process at it’s the start of the new journey for the brand its team.

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



**Says**

What have we heard them say? What can we imagine them saying?

**Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Very good quality of logo’s and design present by our team members.

Available for low cost and produce the good quality of designs presents for our team.

Creative ideas and knowledgable contents to produce your designs

Online payment for your logo designs and trusted payment method.

**TEAM\_2\_LOGO\_CREATION**

All new LOGO’S available, Available collections in Instagram business pages, To order for Instagram visit links.

You gave for our many designs and I will give good % of offers.

I will very proud for our team works.

Available in 50% of offer for students.

Its not copy a designs only for own creations.

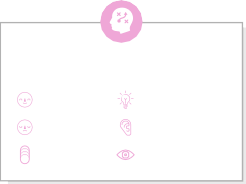
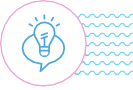
**Does**

What behavior have we observed? What can we imagine them doing?

**Feels**

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

[**See an example**](https://app.mural.co/template/8734e26b-e4c9-45b9-a5ba-03ce4aa3c700/ca1d645e-05be-4feb-94bb-f670d5f20e7c)



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**-**

### - Feasibility +

Regardless of their importance, which tasks are more

feasible than others? (Cost, time, effort, complexity, etc.)