

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



Need some inspiration?

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

Open example



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.

① 10 minutes

- Team gathering
 5 members
- Set the goal
 UrbanAura interior
- Learn how to use the facilitation tools
 Use the Facilitation Superpowers to run a happy and productive session.





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.

① 5 minutes

PROBLEM

some of these highlight potential problems in the built environment, such as reduced access to green spaces.

Urban interior can be both stylish and functional but it can also be a bit challenging due to limited space and unique architecture features



Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.

If possible, be visual.



Go for volume.

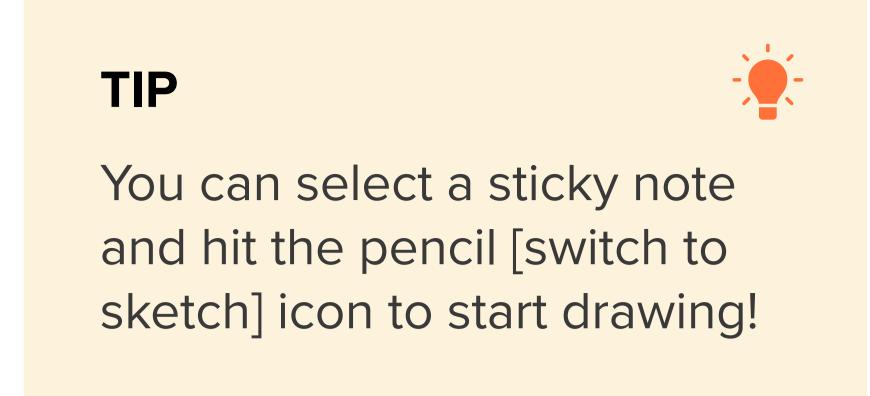




Brainstorm

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

① 10 minutes



Person 1

Maximize
Vertical
space

Use multi functional
furniture

e multi nctional natural light

Person 2

Add greenery Choose a neutral color palette

Incorporate industrial elements

Person 3

Personalize with artwork and accessories

Ensure your interior are laced with green gadgets

Ensure sustainabilty along with addition of home automation

Person 4

Imagainative in selecting furnishings and fabrics

Creating inviting public spaces

Improving pedestrian accessibility

Person 5

Enhancing the visual appeal of spaces

Create a pleasing aesthetic for the client

Collaborative and multi - disciplinary process of shaping land scape for the life





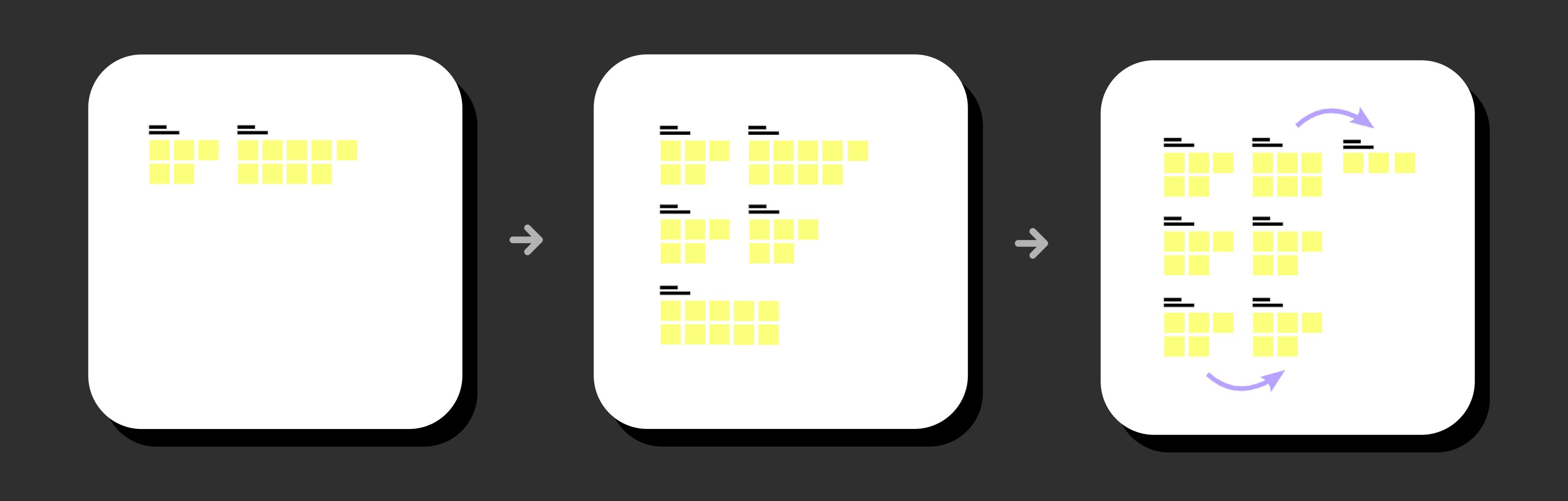
Group ideas

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.

① 20 minutes

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

In an urban interior ,floor space is often at a premium, so make the most of your walls by adding shelves cabinets or hanging storage to free up floor space and keep your belongings organized





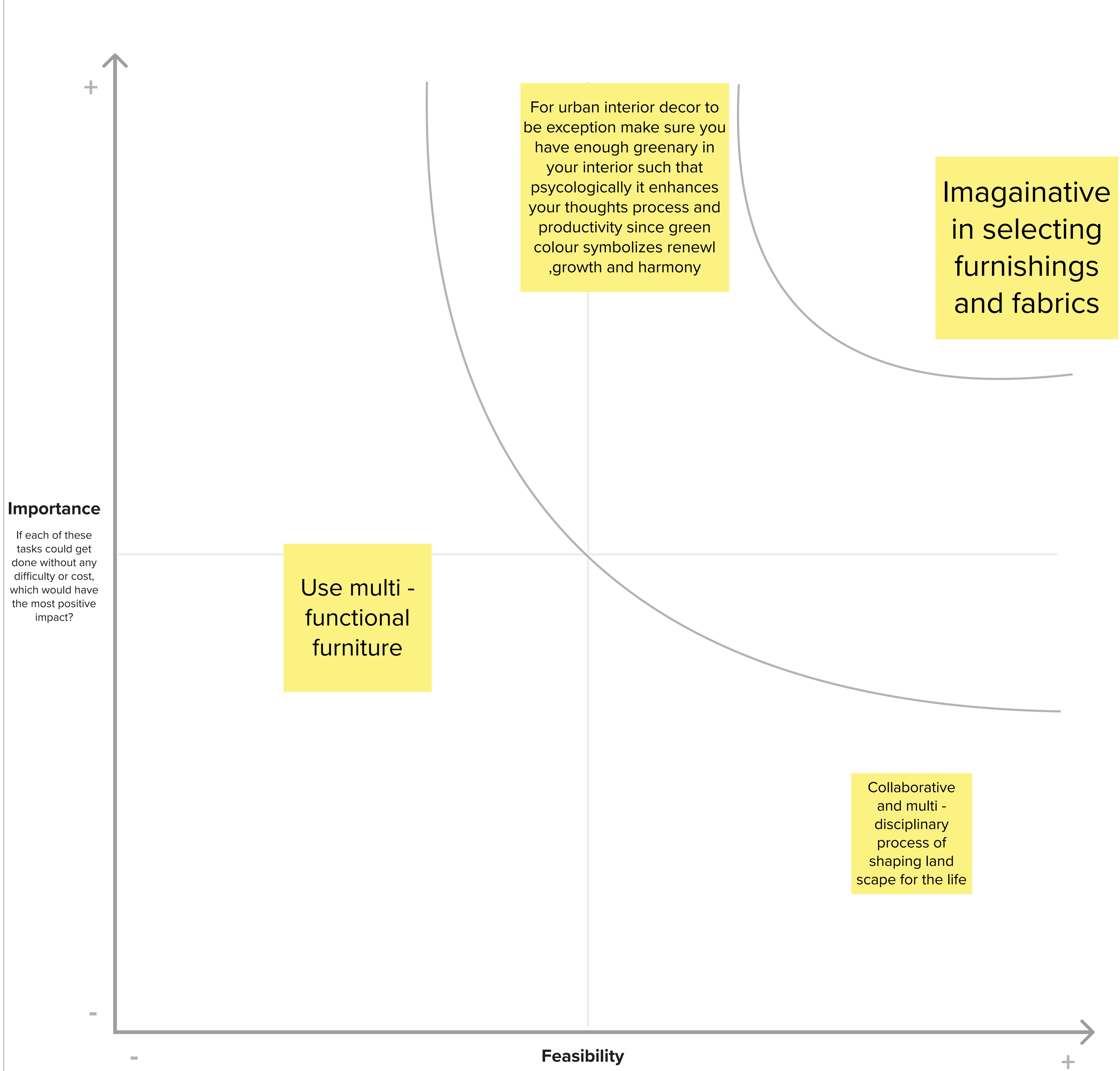
Prioritize

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.

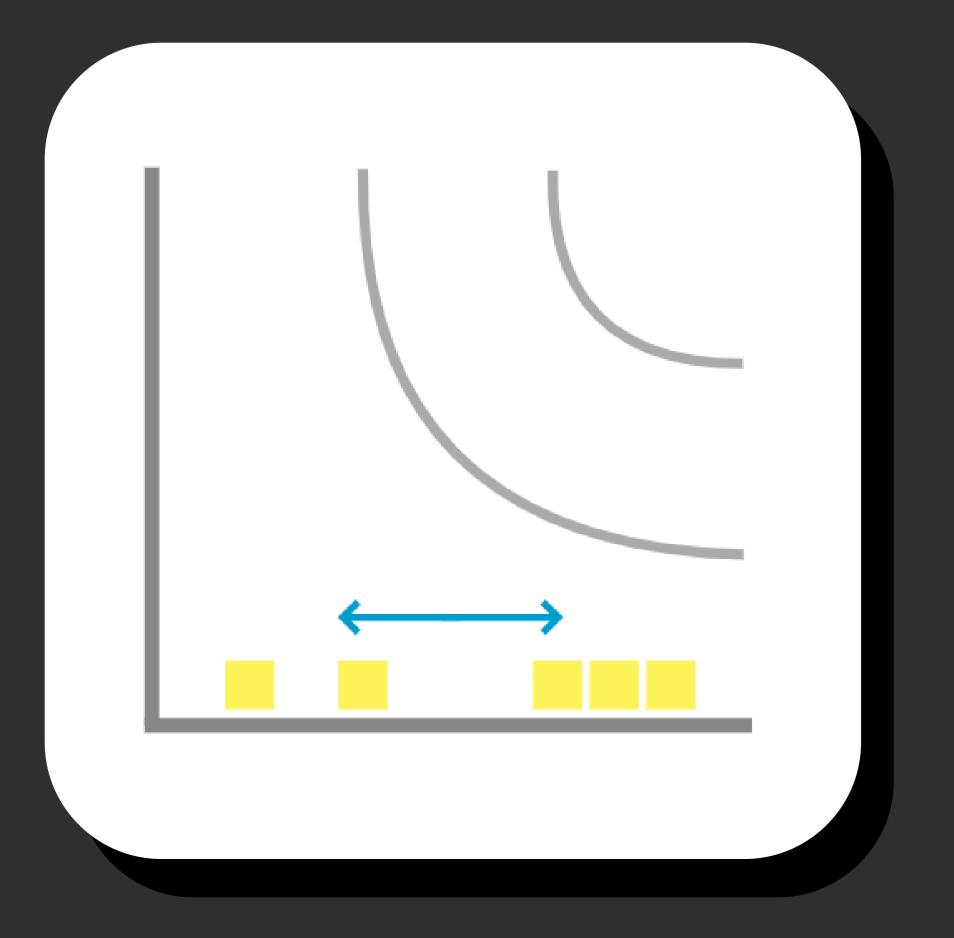
① 20 minutes

TIP

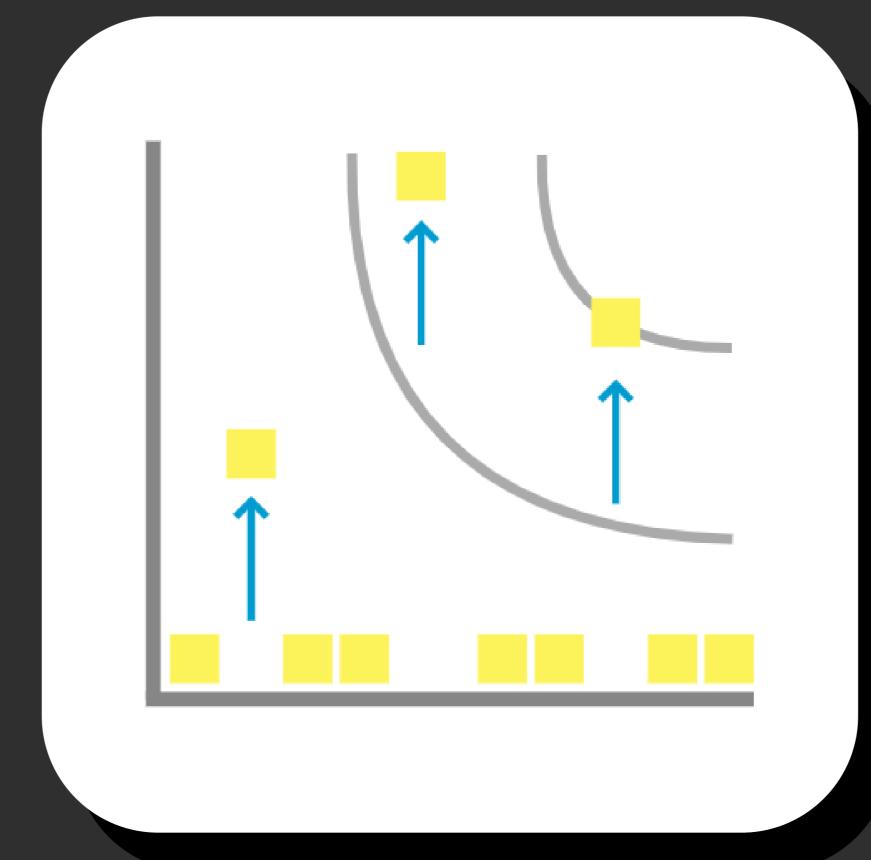
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.



Regardless of their importance, which tasks are more











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 the mural

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