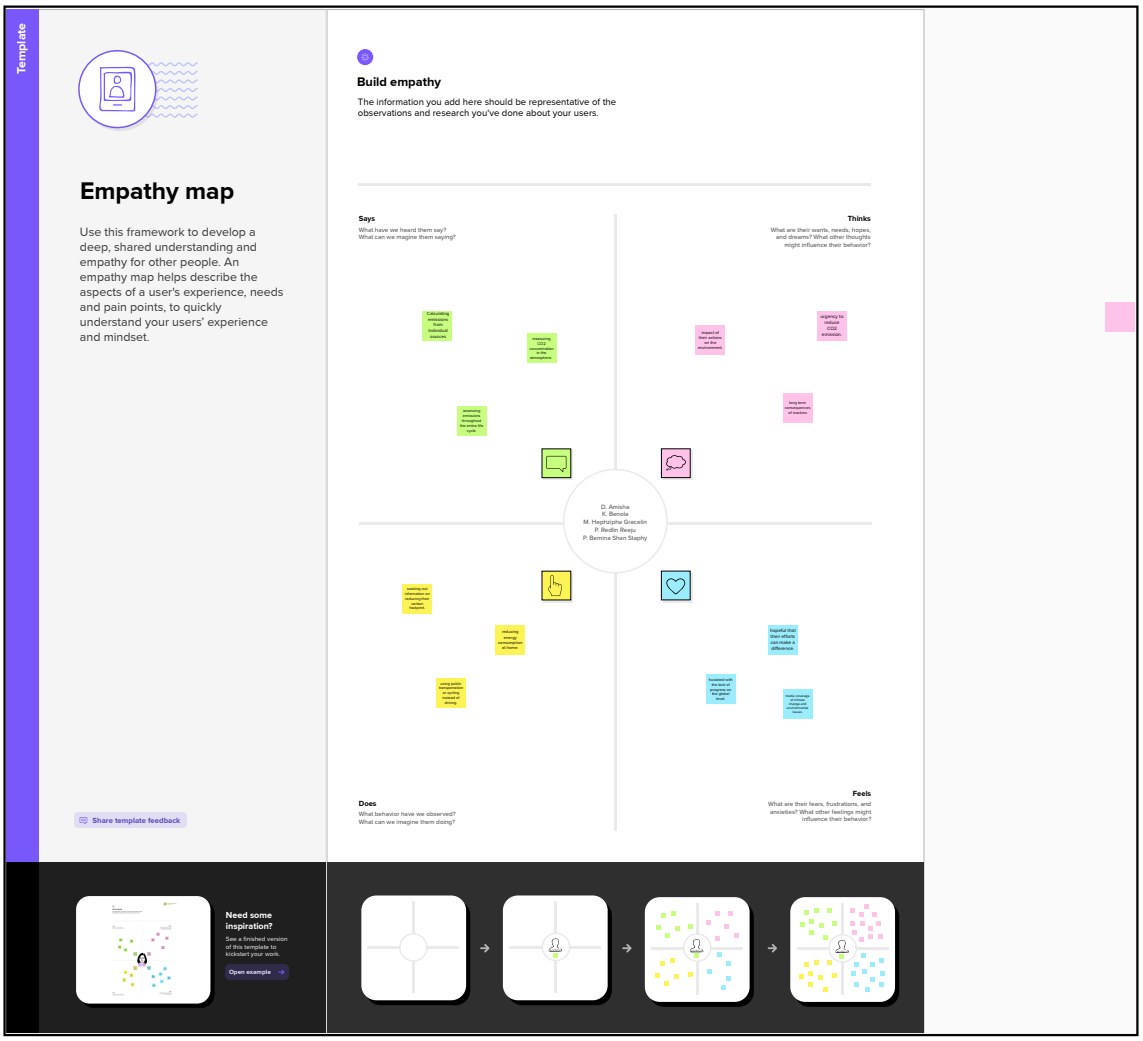
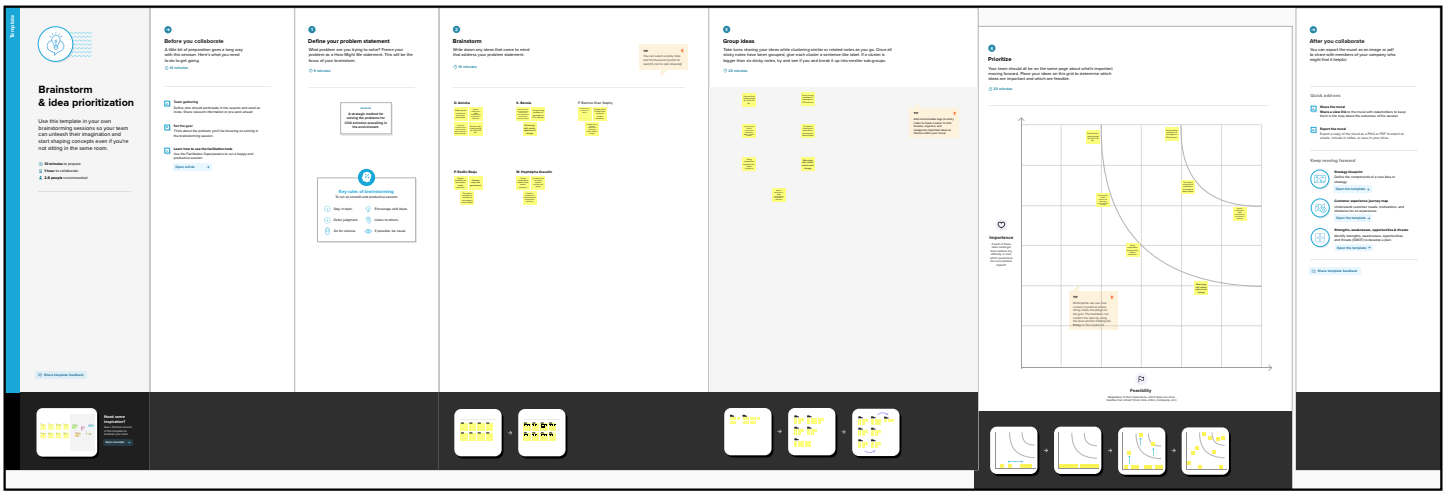

Template
Empathy map
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.
Share template feedback
Build empathy
The information you add here should be representative of the observations and research you've done about your users.
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?
D. Amisha
K. Bemola
M. Hephziphia Gracelin
P. Bedlin Reeju
P. Bemina Shan Staphy
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?
Need some inspiration?
See a finished version of this template to kickstart your work.
Open example


Template
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
Before you collaborate
A little bit of preparation goes a long way with this collaborative session. Here's what you need to do to get going.
10 minutes
Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
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 templates in Mural to turn your ideas into a clear, actionable roadmap.
Open article
Define your problem statement
What problem are you trying to solve? Frame your challenge as a How Might We statement. This will be the focus of your brainstorm.
5 minutes
prompt
How might we reduce the CO2 emissions prevailing in the environment
Key rules of brainstorming
To run an smooth and productive session
Stay in topic.
Encourage wild ideas.
Defer judgment.
Listen to others.
Go for volume.
If possible, be visual.
Brainstorm
Write down any ideas that come to mind that address your problem statement.
10 minutes
note
Feel free to move to other people's ideas.
Avoid long discussions, and save the deeper dives for after the session.
D. Amisha
K. Bemola
P. Bemina Shan Staphy
P. Bedlin Reeju
M. Hephziphia Gracelin
Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all the ideas have been heard, give each cluster a sentence like label. If a cluster is bigger than twenty notes, try and see if you and break it up into smaller sub-groups.
10 minutes
note
Add nonsense tags to this exercise by typing the hashtag, #dumb, #spice, #art ... Hit the "Filter" button in the Hidden artifact your hand.
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 impactful and which are feasible.
20 minutes
Importance
Feasibility
note
Participants can use their stickies to vote on the ideas using hotkeys (press a number on your keyboard to select the sticky, then press the letter v to place a vote). Drag to the corresponding
After you collaborate
You can expand 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 the mural with 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 this template
Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open this template
Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open this template
Share template feedback