



Brainstorm & idea prioritization

Use this template in your next brainstorming session to generate ideas, evaluate them, and select the best ones to move forward with.

- 1. Brainstorm ideas
- 2. Evaluate ideas
- 3. Select the best ideas

Define your problem statement

What problem are you trying to solve? What are the goals of your project? What are the constraints?

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Brainstorm ideas for solving the problem. Write down as many ideas as you can, no matter how silly or outrageous they may seem.

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Group ideas

Group similar ideas together. This will help you see patterns and identify the most promising ideas.

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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?

what is mural?

how did you know mural?

mural use to qualification

mural is good or bad

how was it mural?

how to usage of mural?



Persona's name

Short summary of the persona

how to create empathy map?

its very easy to create?

how to descion mural team?

It was make easy to mural

it was very easy or task

its know very easy to learn



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?