



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 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 Facilitation Superpowers to run a happy and productive session.

[Open actions](#)

Define your problem statement

Urban interior design blends elements of contemporary, modern, and industrial designs to create a unique style that's perfect for inner-city living.

5 minutes

Problem

What is the biggest problem in this design?

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Need some inspiration?

Open a random session of the Facilitation Superpowers to inspire your work.

[Open inspiration](#)





Brainstorm

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

10 minutes

TIP

The more ideas the better, so don't worry about whether an idea is good or bad.



Group ideas

Take time 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 can break it up into smaller sub-groups.

20 minutes

TIP

After clustering ideas, look for patterns and themes. Consider whether there are any common threads or ideas that stand out.

Color is one of the basic elements of visual perception. The environment and its colors are perceived by man, and his brain processes and evaluates the observed information on an objective and subjective basis. Psychological, communicative, and informational impact are aspects of our perceptual assessment processes. Therefore, the goals of color design in architectural space are not reduced solely to aesthetics and decoration [3]. Color has been recognized as important for human needs, not only in the context of decorative or aesthetic values but also to meet the broadly understood human expectations in relation to the architectural and urban environment. Color has a significant impact on the psyche of people—colors can completely change a person's mood because the brain reacts differently to individual colors. It also affects human emotions, health, well-being, human aura or energy.



