


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

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-  **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.

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## 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

**PROBLEM**

How might we design and develop a secure, user friendly, cross platform chat application that facilitates real-time text and multimedia communication while ensuring data privacy and encryption for both individual and group conversations.



### Key rules of brainstorming

To run an smooth and productive session

 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

## Brainstorm

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

🕒 10 minutes

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

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<p><b>Person 1</b></p>	<p><b>Person 2</b></p>	<p><b>Person 3</b></p>	<p><b>Person 4</b></p>
<p><b>Person 5</b></p>	<p><b>Person 6</b></p>	<p><b>Person 7</b></p>	<p><b>Person 8</b></p>

**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 can break it up into smaller sub-groups.

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

**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.

20 minutes

**TP**  
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.

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

**Interactive Voice Messages:** Instead of plain text messages, users can send voice messages that can be transformed into text or played as audio.

**Scheduled Messages:** Let users schedule messages to be sent at a specific date and time.

**Safety and Moderation:** Implement robust moderation tools to ensure a safe and friendly environment.

**Community Forums -** Enable users to create public or private discussion forums using the app


**Virtual Reality Integration -** create a chat app that allows users to chat in a virtual environment, enhancing the feeling of being together

**Augmented Reality Filters:** Add fun AR filters to video chats, similar to those in popular social media apps.


## 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 a view link**  
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](#) →



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The diagram illustrates the steps of the greedy algorithm for the knapsack problem. It shows four stages: 1. Initial items and knapsack capacity. 2. Items sorted by value/weight ratio. 3. Items being added to the knapsack until the next item would exceed capacity. 4. The final knapsack contents.