



## Build empathy

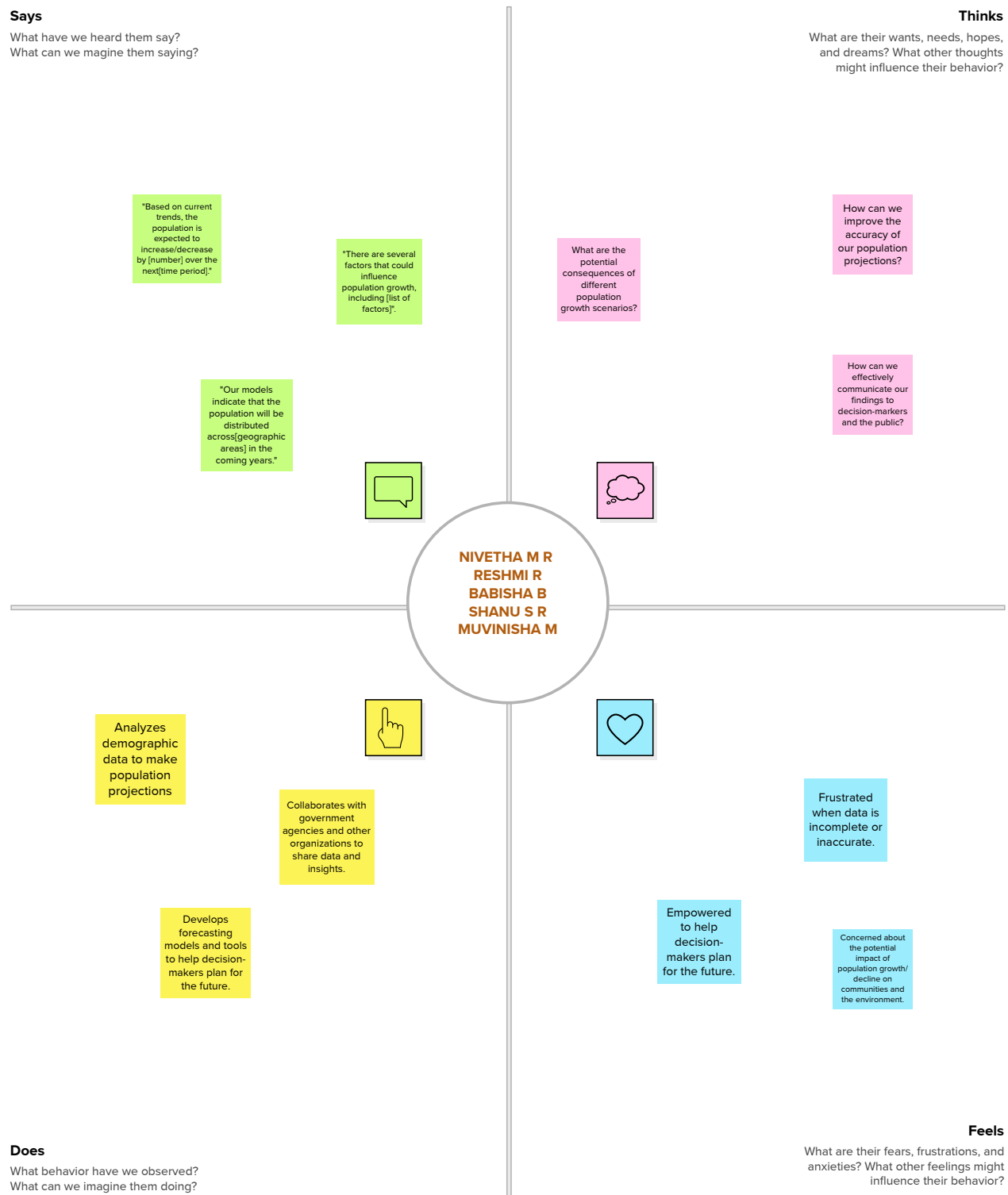
The information you add here should be representative of the observations and research you've done about your users.

### 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?





## 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  
3-6 people recommended

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Need some inspiration?  
See an example of how to use this template.

4

### 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

#### 1 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

#### 2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

#### 3 Learn how to use the facilitation tools

Use the Facilitation Experiments 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**  
A strategic method for solving the problem, pending in the environment due to the population growth.



#### Key rules of brainstorming

To run an insightful and productive session

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

2

### Brainstorm

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

10 minutes



3

### 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 split it up into smaller sub-groups.

20 minutes

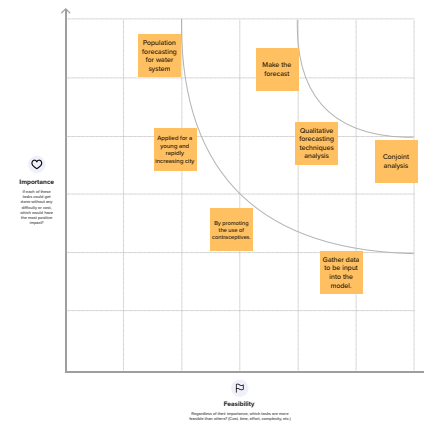


4

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes



5

### 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

**Show the mural**  
Share a view link to the mural with collaborators to keep track of changes and the collection of the session.

**Export the mural**  
Export a copy of the mural as a PDF or PNG to which to share, include in reports, or save to your drive.

#### Keep moving forward

**Storyboard**  
Define the components of a new idea or strategy.

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**Customer experience journey map**  
Visualize customer needs, interactions, and obstacles for an experience.

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**Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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