

Ideaclouds

**EMPOWER PEOPLE
IMPROVE TEAM RESULTS
REDUCE MEETINGS**

Overview - use cases

- Idea generation / Brainstorming
- Optimization / [Improvement](#) / Change map
- [Retrospective](#) / [Lessons learned](#)
- Feedback / Challenges faced
- Strategy development / [SWOT](#) / [Business modeling](#) / [CVP](#)
- Action plan / OKR planning / [Work breakdown structure](#)
- Project kick-off (clarify goal, roles and scope)
- Alignment (what does it mean to us?)
- Root cause analysis / Problem identification
- [Requirement analysis](#) / User story workshop

Overview - integrated techniques

Group work techniques

- [Brainstorming](#) to collect ideas with your team
- [Retrospective](#) to find out what to start/stop/keep doing
- [Random word technique](#) to generate creative ideas
- [Provocation technique](#) to improve something
- [Semantic intuition](#) to optimize a process
- [Collective notebook](#) to collect ideas first alone and then together
- [Morphological analysis](#) to develop solutions in a structured way
- [Brainwriting 635](#) to elaborate on ideas
- [Lean canvas](#) to develop or improve a business model
- [NABC](#) to structure new business ideas

Evaluation techniques

- Importance
- Business value and feasibility
- Complexity (SCRUM Poker)
- Yes or No
- Creativity and feasibility
- Agreement
- Effort in person days
- SWOT analysis
- Pros and cons
- Effort and benefit

EXAMPLE WORKSHOP

Step 1: Brainstorm ideas for improvements

The screenshot displays the Ideaclouds brainstorming interface. At the top, there are navigation tabs: Instructions, Briefing, Chat, Images, and Import / Export. A top bar includes a 'Terminate and start evaluation' button, a 'Reload' button, and a 'My workshops' link. The main workspace is filled with idea cards, each with a title, description, and a category label at the bottom. The categories are: Processes (pink), Customer (red), Team performance (purple), Mindset & behaviour (green), and Organization & skills (blue). The cards are organized into five columns. The first column contains three cards under 'Processes'. The second column contains three cards under 'Customer'. The third column contains three cards under 'Team performance'. The fourth column contains three cards under 'Mindset & behaviour'. The fifth column contains three cards under 'Organization & skills'. At the bottom left, there are three profile icons and a plus icon. At the bottom right, there is a progress bar showing 80% completion.

Instructions Briefing Chat Images Import / Export

Terminate and start evaluation Reload My workshops

Processes
Understand key business issues

Local improvements
Saving 170 hrs/week

Lean digital workshops
Saving €10,000 per workshops

Voice of customer
Understand customer needs and expectations

Better visualization
Fewer phone calls and corrective loops

More efficient online meetings
Saving €20,000 travel expenses

Faster results in meetings
Saving 20 hrs / week

Team performance
Check prerequisites
Set up team and precise line mgmt. role

Cost to serve (for product & delivery)
Enabling 100% cost recovery

Lean digital workshops
10 times faster results

Mindset & behaviour
Run low just before project launch

Teamwork training
Train team to deliver agreed improvements

Fewer meetings
30% increase of efficiency (more time to work on tasks)

Organization & skills
Define precise scope
Communicate project to business line and key stakeholders

PM in place
Production managers in place

Facilitation skills
Prepare and conduct workshops

80%

Workshop topic:

How can we improve our team collaboration?

Steps:

1. Brainstorm ideas for improvements and categorize them
2. Rate business value and feasibility of ideas
3. Get results visualized on a chart and download ranked results

Step 2a: Rate business value of ideas

[Instructions](#) [Briefing](#) [Chat](#) [Close step](#) [Reload](#) [My workshops](#)

Your opinion matters!


[<](#) Previous card

Lean digital workshops (EVALUATED) ▼

Next card [>](#)

This card belongs to the category:

Team performance





Lean digital workshops 

10 times faster results

Business value:
☐ 0 - Low
☐ 1 - Fairly low
☐ 2 - Medium
☐ 3 - Fairly high
☒ 4 - High
☐ no evaluation

Enter your comment:

This saves costs of 10.000€ per workshop!

Workshop topic:

How can we improve our meetings?

Steps:

1. Brainstorm ideas for improvements and categorize them
2. Rate business value and feasibility of ideas
3. Get results visualized on a chart and download ranked results

Step 2b: Rate feasibility of ideas

Instructions

Briefing

Chat

Terminate and show results

Reload

My workshops

Your opinion matters!

<

More efficient online meetings

>

Previous card

Next card

This card belongs to the category:

Customer

More efficient online meetings

Saving €20,000 travel expenses

Feasibility:

☐ 0 - Low

☐ 1 - Fairly low

☐ 2 - Medium


☐ 3 - Fairly high


☐ 4 - High


☒ no evaluation


Enter your comment:

No training required. High-ease of use.









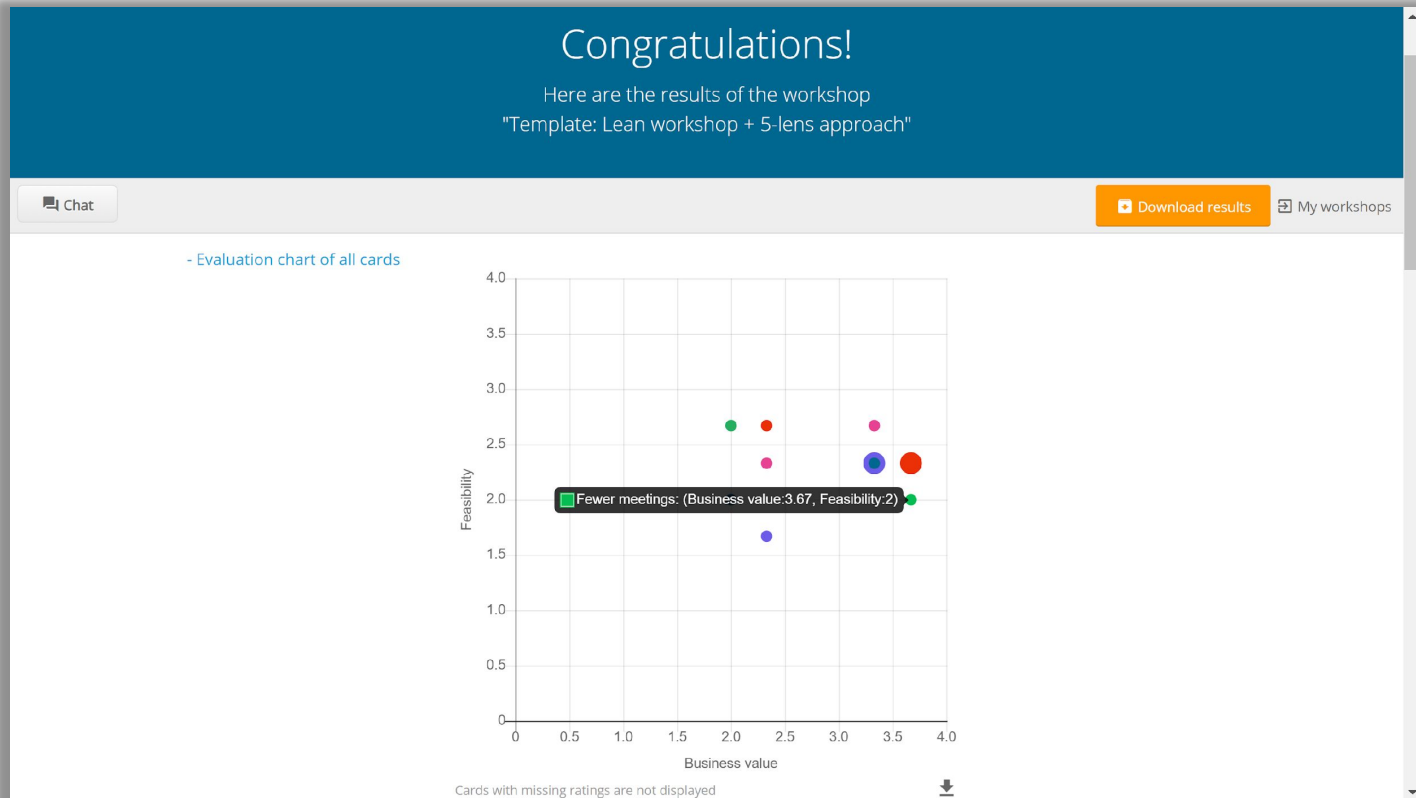
Workshop topic:

How can we improve our meetings?

Steps:

1. Brainstorm ideas for improvements and categorize them
2. Rate business value and feasibility of ideas
3. Get results visualized on a chart and download ranked results

Step 3a: Get results visualized on a chart



Workshop topic:

How can we improve our meetings?

Steps:

1. Brainstorm ideas for improvements and categorize them
2. Rate business value and feasibility of ideas
3. Get results visualized on a chart and download ranked results

Step 3b: Get results in a ranking and download results

Select categories:

Processes Organization & skills Customer Mindset & behaviour Team performance

More efficient online meetings ★ 3
Saving €20,000 travel expenses

Created by 

Faster results in meetings ★ 3
Saving 20 hrs / week

Created by 

Lean digital workshops ★ 3
Saving €10,000 per workshops

Created by 

PM in place ★ 2.83
Production managers in place

Created by 

Feasibility:

Comments:

- No training required. High-ease of use.

Better visualization ★ 2.5
Fewer phone calls and corrective loops

Created by 

Local improvements ★ 2.33
Saving 170 hrs/week

Created by 

Facilitation skills ★ 2
Prepare and conduct workshops

Created by 

[+ Workshop data](#)

Download results

Whiteboard with cards (PDF)

Cards to print (PDF A5)

Cards to print (PDF A4)

List with report (DOCX)

Table (XLS)

Workshop topic:

How can we improve our meetings?

Steps:

1. Brainstorm ideas for improvements and categorize them
2. Rate business value and feasibility of ideas
3. Get results visualized on a chart and download ranked results

USE CASES

Conduct a retrospective meeting

The screenshot shows the Ideaclouds retrospective meeting interface. At the top, there is a navigation bar with buttons for Instructions, Briefing, Chat, Images, Import / Export, and Permissions. On the right side of the navigation bar, there is an orange button labeled 'Terminate and start evaluation', and links for Reload and My workshops. The main workspace is divided into three columns: Start (green), Stop (red), and Continue (purple). Each column contains a large header card and two smaller idea cards. The Start column has a header card asking 'What should we do better next time?' and 'What should we start doing?', and an idea card titled 'Increase participation' with the text 'More participation in meetings'. The Stop column has a header card asking 'What didn't go well?' and 'What should we stop doing?', and an idea card titled 'Reduce meetings' with the text 'Too many pointless meetings'. The Continue column has a header card asking 'What went well?' and 'What should we continue doing?', and an idea card titled 'Good communication' with the text 'Team communication works fine'. At the bottom left, there is a row of four circular avatars, the first three of which have an 'x' icon, followed by a blue circle with a white plus sign. At the bottom right, there is a progress bar showing 80% completion.

Instructions Briefing Chat Images Import / Export Permissions Terminate and start evaluation Reload My workshops

Start
What should we do better next time?
What should we start doing?
Start

Stop
What didn't go well?
What should we stop doing?
Stop

Continue
What went well?
What should we continue doing?
Continue

Increase participation
More participation in meetings
Start

Reduce meetings
Too many pointless meetings
Stop

Good communication
Team communication works fine
Continue

80%

Workshop topic:

R&D project management sprint

Steps:

1. Brainstorm feedback and ideas for improvements
(please refer to the screenshot on the left)
2. Prioritize importance of feedback and ideas for improvements
3. Get results in an idea ranking and download results

Create a work breakdown structure

The screenshot displays the Ideaclouds workspace interface. At the top, there is a toolbar with icons for a menu, information, chat, a gallery, and a timer. A top-right button reads "Terminate and start evaluation". The workspace is organized into five columns, each representing a project phase: MS1: Business model (red), MS2: Project plan (pink), MS3: Deployment MVP (green), MS4: PR campaign (orange), and MS5: Customer acquisition (purple). Each column contains three task cards. The first row of cards contains the main phase goals, each with an information icon and a description. The second and third rows contain specific tasks, each with a number in the top right corner. At the bottom left, there are four circular profile icons. At the bottom right, a purple progress bar is shown at 100%.

Phase	Task 1 (Main Goal)	Task 2	Task 3
MS1: Business model	What do we need to generate a business model	Define sales channels 6	Define target groups for customer acquisition 11
MS2: Project plan	What do we need to plan our project	Create a WBS 7	Build PM teams 12
MS3: Deployment MVP	What do we need to create and deploy a MVP	Create a mock-up 8	Requirements analysis 13
MS4: PR campaign	What do we need to start our first PR campaign	Identify PR contacts 9	Marketing material 14
MS5: Customer acquisition	What do we need to start our first customer acquisition campaign	Generate first leads 10	Contact request 15

Workshop topic:

Project plan for product development

Steps:

1. Brainstorm project tasks and categorize them
(please refer to the screenshot on the left)
2. Estimate effort of tasks in person days
3. Get results in a task ranking and download results

Elicit requirements with MoSCoW method

The screenshot shows a web application for eliciting requirements using the MoSCoW method. The interface is divided into four main sections based on priority:

- Must have (Red header):** Non-negotiable requirements that must be satisfied in the final solution. Project will fail without them.
 - New bike for traveling 5: A new bike for traveling on-road and off-road.
 - Extra seat 6: An extra seat for fellow travelers.
- Should have (Orange header):** High-priority requirements that are not critical to launch. But they are considered to be important and of a high value.
 - Low seat 7: A low seat is very comfortable.
 - Four-cylinder engine 8: A four-cylinder engine to have more power.
 - Unlimited mobility 9: Unlimited mobility for every type of country.
- Could have (Yellow header):** Not-necessary requirements that are desirable. They will be removed first from scope if the project's timescales are at risk.
 - Red color body 10: A red color body looks nice :-).
 - Extra wind protection 11: Extra wind protection for longer rides.
- Won't have (Blue header):** Requirements that will not be implemented in a current release but may be included in a future stage of development.
 - Bluetooth 12: Bluetooth for connecting with wireless headphones.
 - Double ventilation system 13: A helmet with a double ventilation system.

At the bottom left, there are three profile icons and a plus icon. At the bottom right, there is a progress bar showing 100%.

Workshop topic:

Requirements for the purchase of a new motorcycle

Steps:

1. Brainstorm requirements and categorize them *(please refer to the screenshot on the left)*
2. Prioritize importance of requirements
3. Get results in a requirement ranking and download results

Prepare strategy workshop with SWOT analysis

Strengths

Enter text...

- Know how
Excellent know how about robots
- Development team
Perfect match of specialists
- Agile workflows
Flexible team collaboration

Weaknesses

Enter text...

- No independence
Dependence on suppliers
- Low sales power
Too few sales employees

Opportunities

Enter text...

- New market
Be first on the market

Threats

Enter text...

- Technology change
Fast changing technology

Terminate and start evaluation

60%

Workshop topic:

Strengths, weaknesses, opportunities and threats of a robotic company

Steps:

1. Brainstorm SWOT and categorize them
(please refer to the screenshot on the left)
2. Prioritize importance of ideas
3. Get results in a ranking and download results

Design a business model with lean canvas

Instructions Briefing Chat Images Import / Export Permissions Terminate and start evaluation Reload My workshops

Lean Canvas

Problem	Solution	Unfair Advantage	Segments
Existing Alternatives	Key Metrics	Unique Value Proposition	Early Adopter
Cost Structure		Revenue Streams	

Problem
What are our customer's top 3 problems?
Existing alternatives: How are these problems solved today?
Problems

Solution
What are possible solutions to these 3 problems?
Solution

Unique value proposition
What's our single, clear, compelling message that turns an unaware visitor into an interested prospect?
High-level concept: What's our X for Y analogy (e.g. YouTube = Flickr for videos)?
UVP

Unfair advantage
What can't be easily copied or bought?
Unfair advantage

Customer segments
What are our target customers and users?
Early adopters: What characteristics does our ideal customer have?
Customer segments

Key metrics
What key numbers are telling us how our business is doing today?
Key metrics

Channels
What's our path to customers?
Channels

Cost structure
What are our fixed and variable costs?
Cost structure

Revenue streams
What are our sources of revenue?
Revenue streams

60%

Workshop topic:

New peer-to-peer
ridesharing service

Steps:

1. Brainstorm ideas for a new business model and categorize them *(please refer to the screenshot on the left)*
2. Vote on ideas
3. Get results in an idea ranking and download results

Design a customer value proposition

The screenshot shows the Ideaclouds workshop interface. At the top, there are tabs for Instructions, Briefing, Chat, Images, and Import / Export. A 'Terminate and start evaluation' button is on the right, along with 'Reload' and 'My workshops' links. On the left, a 'How to' panel shows the 'Value Proposition Canvas' diagram. The main workspace contains several cards representing different value proposition elements, categorized into Gain creators, Gains, Pain relievers, and Pains. A 'Job-to-be-done' card is also present. At the bottom left, there are avatars of four participants and a green circle with a plus sign. A progress bar at the bottom right shows 90% completion.

Instructions **Briefing** **Chat** **Images** **Import / Export** **Terminate and start evaluation** **Reload** **My workshops**

How to
Value Proposition Canvas

Gain creators

- Performance** 12
0-100km/h in 5s
- Battery tech** 10
High end battery tech

Gains

- Battery warranty** 5
8 years battery warranty
- Charging network** 4
A well developed charging network
- Fear** 9
Fear of dead battery

Pain relievers

- Commuting** 11
Commute to work

Pains

Job-to-be-done

90%

Workshop topic:

New electric car

Steps:

1. Brainstorm customer values and categorize them
(please refer to the screenshot on the left)
2. Prioritize importance of customer values
3. Get results in a customer value ranking and download results

Structure new business ideas with NABC model

The screenshot shows the Ideaclouds NABC model workshop interface. At the top, there are navigation tabs: Instructions, Briefing, Chat, Images, and Import / Export. A yellow button labeled 'Terminate and start evaluation' is on the right, along with 'Reload' and 'My workshops' links. The main workspace contains five cards representing business ideas, each with a number and a category label:

- Return tapes 5** (Needs): Image of VHS tapes. Text: 'The part movie fans dislike is to return tapes and late fees.'
- VOD via cable system 6** (Approach): Image of various colored cables. Text: 'We will provide VOD via the cable system with access to all movies.'
- Customer: higher revenue 8** (Benefits): Image of US dollar bills. Text: 'Customer: Higher revenue per movie with higher margin.'
- Online rentals 9** (Competition): Text: 'Online rentals have higher handling costs. Sendit the tape back is as inconvenient as returning it.'
- End user: no late fees 7** (Benefits): Text: 'End user: no need to return movies, no more late fees.'

On the left, an 'Instruction' panel lists four questions with icons: 'Why is this needed? Who needs this?' (red), 'How will you serve the need?' (blue), 'What is the benefit? Who benefits?' (green), and 'Who is competitor? Are there alternatives?' (purple). At the bottom left, there are four circular profile icons and an orange button with a plus sign. At the bottom right, there is a progress bar showing 90% completion.

Workshop topic:

New video-on-demand service

Steps:

1. Brainstorm service ideas and categorize them
(please refer to the screenshot on the left)
2. Rate business value and feasibility of service ideas
3. Get results in service idea ranking and download results

Contact us!

Do you want to achieve better results and make decisions faster? Do you want to facilitate the collaboration with your colleagues, partners or customers?

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