!deaclouds

vs

Whiteboard tools

DON'T WASTE YOUR VALUABLE TIME.
FOCUS ON THE RESULTS YOU NEED.

Law of the instrument:

"I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail."

Abraham Maslow

Benefits of IDEACLOUDS compared to whiteboard tools such as MIRO or MURAL

- Save 2,5 hours per participant/workshop
- Achieve results 10 times faster
- 30% more ideas

🙂

Don't waste your valuable time!

With IdeaClouds, you need only **40 minutes instead of 7 hours** to get a fully evaluated and well-documented collection of ideas.

Effort to conduct a workshop online	!deaclouds	Whiteboard tools
Preparation / Setup Time needed to set up a session, prepare a template or workflow	**10 minutes** Quick start: Enter topic, select methods	**2 hours** Time consuming whiteboard design
Onboarding Time needed to instruct the participants and explain the functions of the tool	**3 minutes** Super simple, intuitive, lean → anyone can start immediately	**30 minutes** Complex, information overload. Entry barriers for non IT-savvy participants
Navigation / Facilitation Time needed to navigate and reactivate participants during the session	**5 minutes** Step by step process → focus on one task at a time → clarity	**30 minutes** Endless whiteboard → participants are overwhelmed and get lost → confusion
Idea generation Time needed to generate and cluster ideas	**10 minutes** Contribute silently → focus on ideas → shorter time to result	**1 hour** A lot of talk → focus on the facilitator or the features of the tool → distractions
Idea evaluation Time needed to rate, evaluate and rank the ideas.	**10 minutes** Rating mode is set automatically. Ideas are evaluated and ranked automatically.	**1 hour** Rating mode has to be configured manually. Ideas still need to be discussed and selected after rating.
Idea documentation Time needed to create a structured documentation of ideas	**0 minutes** Structured data ready for processing. Excel, Word and PDF export.	**2 hours** Ideas have to be searched on a huge canvas (jpg) and typed manually.
TOTAL EFFORT	**~40 minutes**	**~7 hours**

Boost result-oriented collaboration!

With IdeaClouds, you can increase participation, accelerate decision-making and improve outcomes.

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Comparison with other real-time collaboration tools

Dedicated platform in ISO 207001 certified data center in Germany. GDPR compliant.

	!deaclouds	Whiteboards tools	Polling tools
Low entry barrier (no training required)	✓	✗	✓
Structured documentation of results	✓	✗	✗
Guided creativity techniques	✓	✗	✗
Idea evaluation methods	✓	✗	✓
Anonymity setting configurable (on/off)	✓	✗	✗
Step-by-step process (stronger focus)	✓	✗	✗
Shared workspace for real-time collaboration	✓	✓	✗
Private workspace for unbiased idea rating	✓	✗	✗
One tool for both: idea generation & evaluation	✓	✗	✗
Scientifically proven collaboration approach	✓	✗	✗

Comparison	!deaclouds	Whiteboard tools
Digital approach	Digital transformation of workshops	1:1 digitization of whiteboard
Tool focus	Idea generation, evaluation & documentation	Visualization and presentation
Target user group	Everyone (incl. non-IT savvy users)	Methodology experts
Languages	English, German, Italian, Chinese	English
Required bandwidth and resources	Light-weight (< 600 KB to download)	Heavy-weight (> 8 MB to download)
Data privacy	GDPR compliant, dedicated server in Germany	Data is sent to US headquarters, cloud server
Support	Fast-track email and phone support	Slow email support

Focus on the results you need!

With IdeaClouds, participants **generate 30% more ideas** compared to a professionally facilitated on-site workshop.*

* F.J.M. Forster. Computer support for collaborative creative processes. Ph.D. thesis, Technical University Munich, 2010

Avoid most critical process losses of team collaboration

Avoided process losses	Performance gain	!deaclouds	Whiteboard tools
▪ Production blocking	**+50%**	✔	✘
▪ Social inhibition ▪ Social influence ▪ Peer pressure ▪ Missing task orientation ▪ Killer phrases	**+50%**	✔	✘
▪ Bad awareness ▪ Lack of stimulation ▪ Social loafing, free riding ▪ Evaluation apprehension	**+30%**	✔	✘

Derived from following sources:
- Litcanu et al 2014
- Michinov 2012
- Isaksen & Gaulin 2005
- Thompson & Brajkovich, 2003
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- Pinsonneault, et al 1999
- Amabile 1996
- Sutton & Hargadon, 1996
- Gallupe et al 1992
- Nunamaker et al. 1991
- Mullen, Johnson, & Salas, 1991

- Diehl & Stroebe, 1987
- McGrath 1984
- Shaw, 1981
- Jablin & Seibold, 1978
- Lamm & Trommsdorf 1973

- Gustafson 1973
- Brilhart and Jochem 1964

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Contact us!

Are you fed up with overloaded whiteboards and fruitless meetings?

Get in touch with us. We are here to help!
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