



Generate Ideas | **Mindmapping Tool**

This tool provides a flexible, engaging way to visualize information and generate insights into relationships between concepts.

WHEN

Use Mindmapping to create, visualize, and organize ideas. Ideate individually or with a group.

WHY

Project teams use Mindmapping when problem framing is incomplete or if a solution field is undefined. It shows the relationships between concepts and ideas, which are often difficult to understand and visualize. Mindmapping offers a more flexible structure than traditional lists, fosters greater creativity, and generates a final product that is typically easier to remember.

HOW

- STEP 1: Write the main topic in the center of the paper or whiteboard.
- STEP 2: Using images, symbols, and keywords, add related topics that branch out of the main topic. Use multiple colors throughout the mind map.
- STEP 3: Add branches to each new entry. These branches may represent specific instances of a general topic or general instances of related topics. Keep the mind map clear by using radial hierarchy or outlines in each branch. Use emphasis and show associations between branches and entries.

