

NAME: _____

Mural

LOGO: _____



HOW TO READ THIS DOCUMENT:

On the right side of this page, you will see a list of topics covering this software from multiple angles. These aspects are common to all the apps we have studied and described in detail in the following pages.

You will need a basic knowledge of the software to understand some of the points made in this document.

We have analysed five more online software whose reports are available on our website: www.trendss.eu

USEFUL LINKS: _____

WEBSITE:

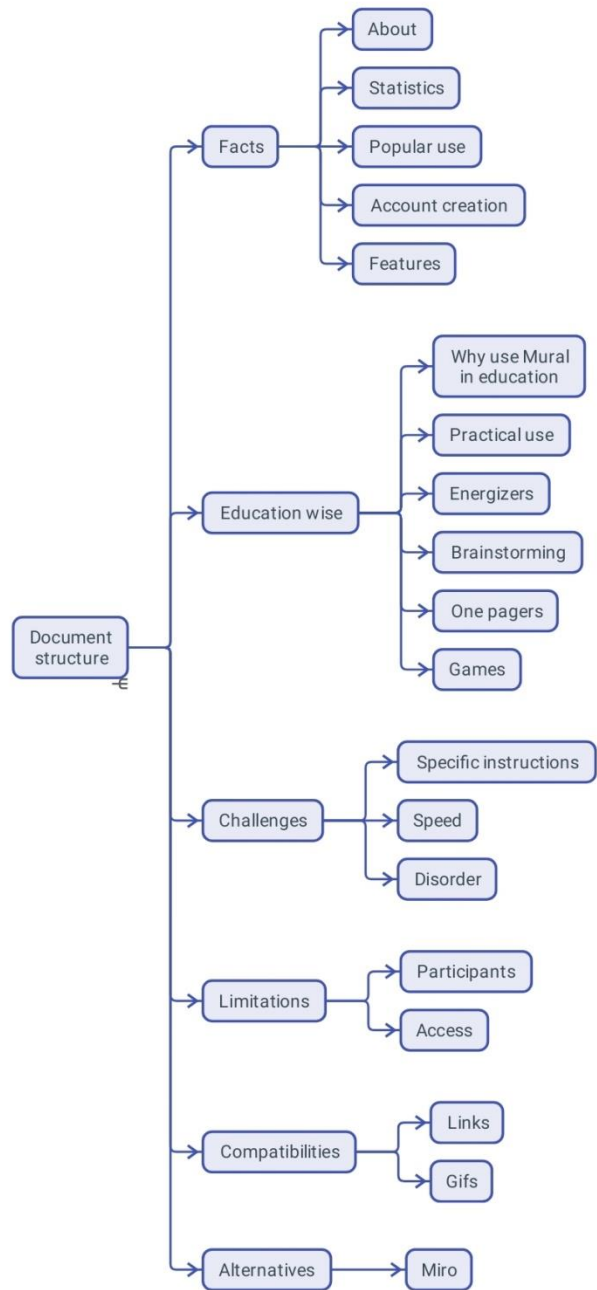
<https://mural.co/>

PLAY STORE:

<https://play.google.com/store/apps/details?id=com.mural>

OTHER:

https://linktr.ee/mural_app



FACTS

ABOUT

MURAL is a cloud-based collaborative whiteboard platform that can help you organize, visualize and share information.

STATISTICS

Some interesting stats about this app:

- Students and teachers from over 4,000 schools and universities collaborate with MURAL
- Trusted by over 95% of Fortune 100 companies
- January 2021: Credit Suisse named MURAL a 2021 Disruptive Technology Award Winner
- In 2010, MURAL closed a \$118 million Series B funding round
- In 2021, the company had a valuation of \$2 billion
- The MURAL template library, available at mural.co/templates, contains 300+ templates—i.e., methods built for everything from icebreakers (a few seen above) to Agile ceremonies, OKRs, brainstorming, and more.

POPULAR USE

Initially used as a brainstorming tool in the IT and advertising industries, it builds on the design thinking process and mindset developed at IDEO by David and Tom Kelley.

Collaboration, speed and inclusiveness are amongst the most valuable features of MURAL that help companies in the rapid prototyping of products and services. The startup community, in particular, loves these types of tools for their versatility and ease of use.

MURAL is particularly useful in narrowing down problems and finding different solutions, but there are many other ways to use this software.

ACCOUNT CREATION

You have to register if you want to create boards. Joining other people's boards will not require you to create an account.

You create an account by registering and picking a password. After verifying your credentials, you can begin creating different canvases.

FEATURES

At first glance, MURAL looks like a whiteboard where you can stick all kinds of visual notes and move them around. Under the hood of simplicity, there lies a structure for you to manage and easily find different boards for different projects. The boards are organised in shareable folders and workspaces, which enable other people to contribute as team members or view them as visitors.

EDUCATION WISE

WHY USE MURAL IN EDUCATION

From the meeting sessions in the marketing departments of start-ups to classrooms can be just a small step. This happens with MURAL, as it does with many apps, in the wake of the pandemic, gaining interest in the education sector by being a place where people can interact. Quite simply, this service takes the whiteboard and puts it online.

As an educator, you can monitor your students' activity over the board. You can have both the detailed view of something from the board as well as the bigger picture when you zoom out.

Course creation can be one of the ways you can hack MURAL and use it for education. It's one of the easiest tools out there to put text and image together and make someone want to read about it.

PRACTICAL USE

The structure of a board is limited only by the creator's imagination. Below you can see different ways of organizing information into valuable knowledge where participants can learn about each other and different topics.

This work is coupled with communication via a Zoom video remote session, but it can equally be associated with any phone call conversation.

ENERGIZERS

Working together on the same board can be fun. Sometimes simple games can help participants de-stress and learn things about each other that they would otherwise find out in a course. In this example, you can see how participants posted pictures of their favourite dish.



BRAINSTORMING

Finding a new idea or common ground can be demanding in a predominantly online workspace. Brainstorming is a step in many projects, and MURAL helps put together information for this process to have results. In this example, you can see how brainstorming for a logo could be.



THE ONE PAGER

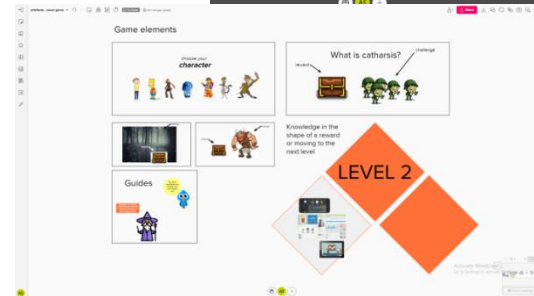
When dealing with a new or complex topic or project, it's important to illustrate it in simple terms, sometimes on a page. Visuals help a lot, and you can structure everything to be easily viewed and understood by all the participants. It might mean putting together different types of information beforehand. The connection between everything becomes very important. You can see it as a big infographic. In this example, we added information from the TRENDSS project, so we may refer to this document whenever we need the information. First, we gave the project a header and talked about the teams in the organization.



EXPLORATION GAMES

The MURAL environment can be used to structure information in a game-like fashion. This example serves as an illustration of Gamification (for gamers) in a few simple steps:

- First, you pick an avatar
- Then you move it around different places on the MURAL board
- There you can discover various bits of knowledge
- And you can win rewards along the way.



Gamification helps companies enhance their experiences by using information that the gamers are familiar with, besides gathering information on how some of these gaming principles are employed.

CHALLENGES

1. SPECIFIC INSTRUCTIONS

It is worthwhile to give clear information to users about what they should or should not do as they enter and work in MURAL. Users might be at different levels of acquaintance with the software, so your pacing should take this into consideration.

2. SPEED

If some of your participants are not familiar with the app, or if they are not attentive or are lagging behind, it can affect the flow of your exercise. Being aware of the differences will help you deliver a good experience for all or most of your participants.

3. DISORDER

If you want the content to be as aligned as possible on the canvas, it is best to have patience and low expectations with your participants when asking them to keep the alignment. Not all participants will understand your need for order. Find joy in the chaos that can happen in collaboration.

LIMITATIONS

1. NUMBER OF PARTICIPANTS

Depending on the exercise, the number of participants might be harder to control after a point. Preparing a list of simple tasks to perform would help in this case.

2. ACCESS

Participants in your MURAL canvas can have different levels of interaction. They can be either members of your team or visitor. Be mindful of this while assigning permissions to edit your canvas lest you lose your work through any mishap. When you give access to edit but don't want parts of your board to be changed, you have the possibility to lock them. Locked items are not open to edits from any user interacting with the canvas.

COMPATIBILITIES

NAME	DESCRIPTION
LINKS	Links to videos and blog posts, including YouTube or Pinterest, are rendered by MURAL in a clear way. A link pasted directly into a MURAL canvas will show a thumbnail, a title and a description of the given web location.
GIFs	You can post GIFs on a MURAL canvas and watch them animate. You may use drag-and-drop for files located on your computer/device, or you can paste a link to a GIF from the web.

ALTERNATIVES

NAME	DESCRIPTION
Miro	Software as a Service (SaaS) application with real-time, collaborative whiteboard features. The service is hosted on miro.com , a project that began in 2012.