

Electronic Arts Uses MindMeister to Bring Teams From Around the World Together.

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- Effective and efficient communication between distributed teams
- Collaborative, real-time editing
- People are more involved, visualizing their thoughts
- Meetings are done faster, more efficiently



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In today's global economy, effective and efficient communication between distributed teams is essential. Whether it's across town or across the Pacific, teams need crystal clear marching orders. When it comes to facilitating this "everyone's on the same page" communication, Redwood City, California based video games maker Electronic Arts (EA) turns to MindMeister.

Terry Wilson is a Sr. Software Engineer working in the Global Online Publishing unit with EA. His primary job function revolves around ensuring a seamless experience for gamers

around the world when they log into their EA accounts. Terry is based in California, but works with a number of offshore development teams. "We need an effective way to communicate, which can be hard as they're in India, on a different time zone." Addressing this problem, Terry went on the search for a solution, and was introduced to mind mapping. After performing exhaustive research on a number of collaborative mind mapping solutions, Terry judged MindMeister to be the solution he was looking for. "What really turned me on to it was the collaborative, real-time editing."



Since deploying MindMeister to his team, Terry now has a variety of uses of MindMeister, but focuses on the **trans-Pacific communication**. While on the phone in a **conference call**, all team members augment the discussion with a shared mind map. "People are more involved in the discussion when they can see what we're talking about. Instead of the typical scenario of one guy on the phone talking to his team,

we're now visualizing our thoughts together," comments Wilson. Prior to a meeting, every team member has access to the shared map and can add his or her own talking points, ensuring a highly efficient meeting. "When we meet, we use MindMeister as a **meeting agenda**, and then simply go through the items one by one. As we discuss, new topics and nodes are added, and solved issues are

deleted. The beauty is that everyone sees it on their own screen in real-time." In addition to faster and more efficient meetings, the EA team also uses MindMeister as a **centralized brainstorming arena**. "We were designing a new database schema, and instead of using a schema tool, we started with a mind map, and started mapping out, what are the tables, columns, et cetera. Over time, it grew into a monster map, and we eventually did have to diagram it, but it was immensely helpful to start the process in a mind map."

Terry points out the benefits of using MindMeister with his team, "Meetings are done faster, more efficiently, and with greater comprehension thanks to the added visual element that MindMeister provides. We've got a clear list of topics that we can breeze through. If we need to add something, we can add a node and notes, and move on. There's a confidence that **everyone is on the same page**, and you're simply communicating better."