

## Ideation Phase


### Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID33312
Project Name	Project – News Tracking Application
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

Conceptualizing gives a free and open climate that supports everybody inside a group to partake in the imaginative reasoning cycle that prompts critical thinking. Focusing on volume over esteem, out-of-the-case thoughts are gladly received and based upon, and all members are urged to team up, helping each other foster a rich measure of clever fixes

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Brainstorm & idea prioritization

A news-sharing app wants to help users find relevant and important news easily every day and also understand explicitly that the news is not fake but from proper sources.

🕒 1 hour to collaborate  
👥 2-8 people recommended

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➔

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

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PROBLEM

Slow response time, resources, quality, network connection, available devices, Need of internet

#### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

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**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
  
🕒 10 minutes

**Dharani D**  
Make regular follow-ups  
Provide alternative channel  
Chatbots for user problem  
Subscribe to traditional news sources

**Furshana Fathima s**  
Provide email for customer  
Use a Virtual Private Network (VPN)  
Create an bot  
Brick by Brick discussion

**Deepika P**  
Provide links in the menu box  
Provide a funny content more  
Create list to manage our feed  
Engage industry influencers

**Divya S**  
View the post uploaded by the editor  
Apply filters to our news tracking  
Quick Respond to customer  
Improve customer support

3

**Group ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.  
  
🕒 20 minutes

Identify the influencer

User interface designing part

Regular Updates

Better security and backup

Highlight relevent news

Different language options

### Step-3: Idea Prioritization

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#### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)