

RhythmicTunes: Your Melodic Companion
Ideation Phase
Brainstorm & Idea Prioritization

Date	31 January 2025
Team ID	SWTID1741150324
Project Name	RhythmicTunes
Maximum Marks	4 Marks
Team Leader:	C Auxilia Sharin
Team member:	Prenitha K
Team member:	V Kavyashree
Team member:	G Divya Bharathi

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended



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



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

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Users can search songs, albums, and artists and get recommendations.

Person 2

Allow users to create, edit, and share playlists.

Person 3

Fetch and display real-time lyrics while playing a song.

Person 4

Display top charts and trending songs based on user preferences.

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

TIP



Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Music
Discovery &
Search

Personalization
& Playlists

Enhanced
Listening
Experience

Step-3: Idea Prioritization

4

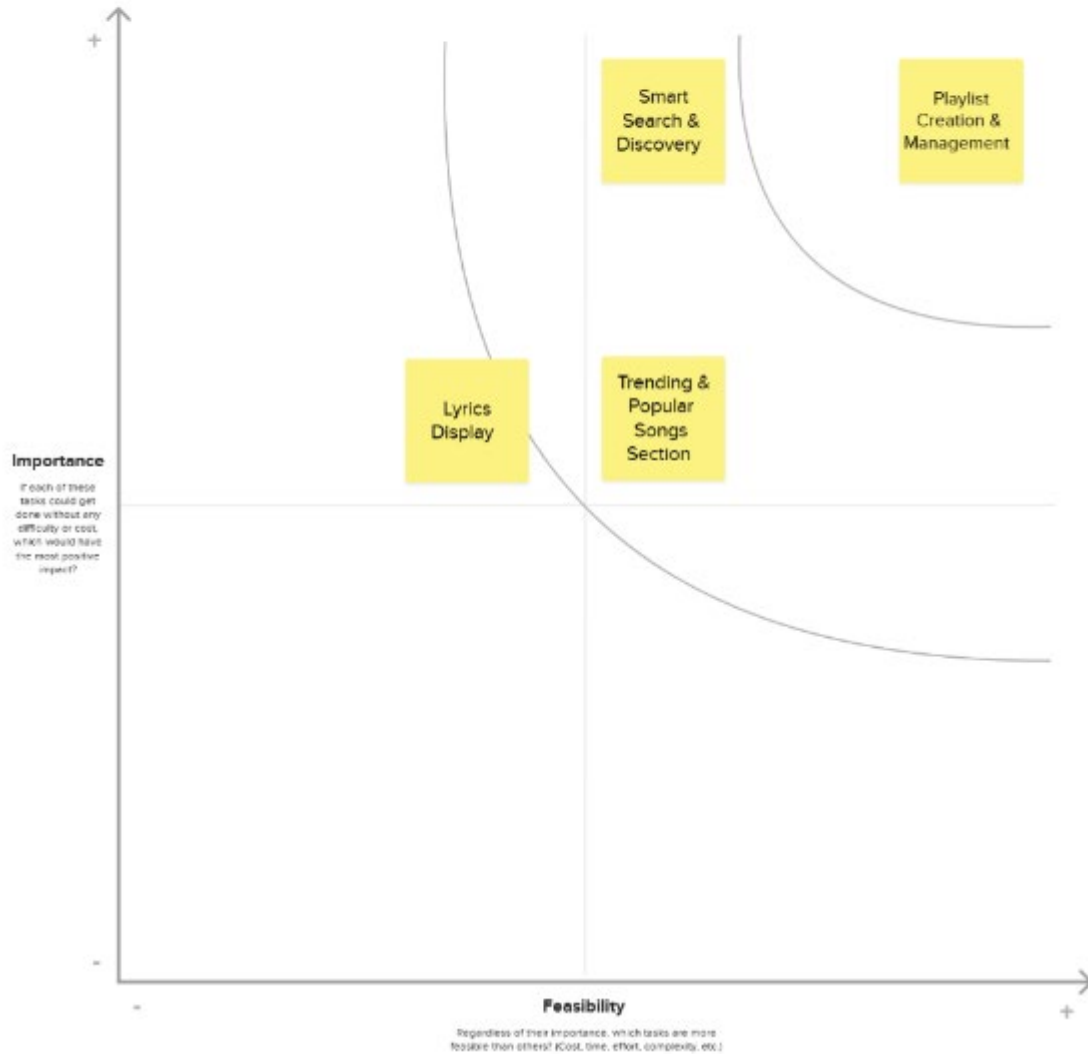
Prioritize

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the lower pointer holding the H key on the keyboard.



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Ideation Phase

Define the Problem Statements

Date	5 March 2025
Team ID	SWTID1741150324
Project Name	RhythmicTunes
Maximum Marks	2 Marks
Team Leader:	C Auxilia Sharin
Team member:	Prenitha K
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Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A casual music listener	Discover and play my favourite songs easily	The existing options are either cluttered or require unnecessary sign-ups	I just want a simple and quick way to listen to music	Frustrated and uninterested in complicated platforms
PS-2	A user exploring new music	Find new songs based on my preferences	Most platforms push mainstream tracks rather than personalized recommendations	I prefer fresh, unique music rather than what's always trending	Disconnected from my personal taste and less excited about using the platform
PS-3	A multitasker	Listen to music while working or studying	The platform has interruptions like ads or buffering issues	I need a seamless experience without distractions	Annoyed and frustrated with constant disruptions
PS-4	A mobile user	Stream music on my phone with a smooth interface	The UI is not optimized for mobile or lacks essential features	I want a responsive and intuitive design that makes navigation easy	Frustrated and likely to switch to another app



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Ideation Phase

Empathize & Discover

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Team Leader:	C Auxilia Sharin
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Empathy Map Canvas:

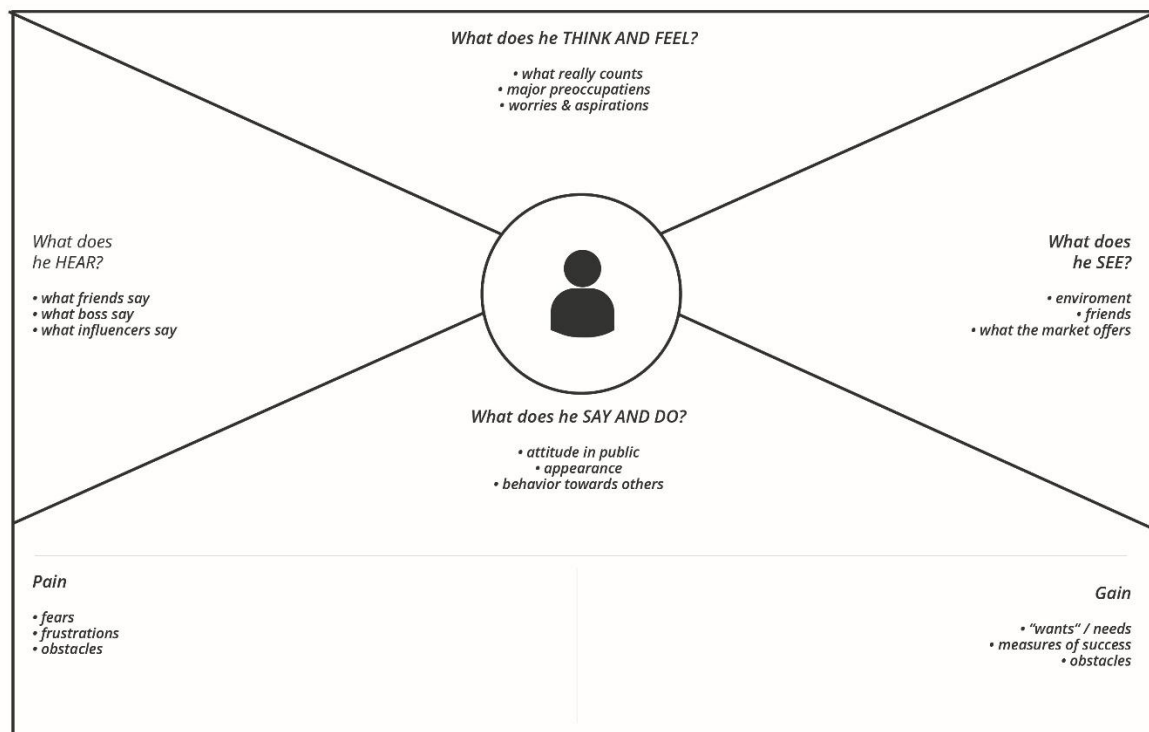
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>

