

Ideation Phase

Brainstorm & Idea Prioritization Template


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.

Step-1:


Team Gathering, Collaboration and Select the Problem Statement

Brainstrom



NEWS Tracking Application

As news is increasingly accessed on smartphones and tablets, the need for personalising news app interactions is apparent. We report a series of three studies addressing key issues in the development of adaptive news app interfaces. We first surveyed users' news reading preferences and behaviours; analysis revealed three primary types of reader. We then implemented and deployed an Android news app that logs users' interactions with the app. We used the logs to train a classifier and showed that it is able to reliably recognise a user according to their reader type. Finally we evaluated alternative, adaptive user interfaces for each reader type. The evaluation demonstrates the differential benefit of the adaptation for different users of the news app and the feasibility of adaptive interfaces for news apps.



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.

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.


1


Define your problem statement
User needs to read needs to in such a way that they don't have to worry about ever buying physical newspapers or carrying with him everywhere.


PROBLEM


The user needs a way to get relevant news based on his choices so that the user does not have to spend a lot of time on searching for news. News is filled with ads and apps are messy and confuse the user and obscure the user's intent. Moreover, it is full of slow and old content. Users are not interested in the content and will be more interested with their personal choices. Traditional way of tracking news is slow and obsolete, user needs a new method to apply to track news with personal based choices. Lack of quick updates for the day results in user's belief that their news is outdated and hence the news reading should be done.


**Key rules of brainstorming**
To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defect 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.



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.

Category 01

Different language options

Keep the UI simple and intuitive

Choice based result

Category 02

Media Monitoring service

Setting keyword alerts

Automate your content delivery process

Category 03

Secure and trusted ecosystem

Write maintainable code

Oauth Authentication

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.

