

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID27418
Project Name	News Tracker Application
Maximum Marks	4 Marks

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/empathy-map-canvas>

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



Brainstorm & idea prioritization

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

💬 Share template feedback

1

Define your problem statement

🕒 5 minutes

PROBLEM

The Problem is about to spare lot of time in Reading the traditional News paper which is need to be concise and multiple news-sharing apps used by a single user and are often spammed with notifications.



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

10 minutes

Lokesh S

Downloadable Articles

History of the news

AI generated image

Hari Haran E

Social media notification

Age based News

Multiple languages

Trending News

Jindal Baradla

Location based News

Debate based chat bot

In build messenger

Audio based News

Deepak H

Influential author

Sentimental analysis

Cached Context

Responsive website

3

Group ideas

15 minutes

Artificial Intelligence

Sentimental analysis

AI generated image

Debate based chat bot

History of the news

Audio based News

Basic Needs

Budget Estimation

In build messenger

Responsive website

Multiple languages

Downloadable Articles

Social media notification

News Context

Influential author

Location based News

Cached Context

Age based News

Trending News

Step-3: Idea Prioritization

4

Brainstorm

This is a text box...

⌚ 10 minutes

