

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Project Name	Project - News Tracker Application
--------------	------------------------------------

#### 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.

Reference:

<https://app.mural.co/t/ibm6012/m/ibm6012/1666285440043/570429885404a188236614b8672c97985bc04734>


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

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


As our lives are very busy these days, we often feel we need more than 24 hrs a day to cope up with everything we have in our schedule. So there is no time to read the news. And to find the news of the readers is interest is hard. Inorder to resolve it a news tracker application is needed.





**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

Veroni

Character portraits

24/7 news

Personalized

Elizabeth

Customizable

Order matters

At hand at all times

Shirley

Easy to use

Live news

Search filter

Rakha

Notifications

Adaptive

Smart news

TIP

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

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 and break it up into smaller sub-groups.  

20 minutes

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

Importance

If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?