


BRAINSTORMING

Date	19 September 2022
Team ID	PNT2022TMID20306
Project Name	News Tracker Application
Maximum Marks	4 Marks

Step 1 : Team Gathering, Collaboration and select the Problem Statement

Template




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
- 2-6 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




Team gathering

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



Set the goal


Think about the problem you'll be focusing on solving in the brainstorming session.



Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →




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

In today's world we have a lot of work and there is no time to cope up everything in the schedule. So, it is not possible to read the newspaper. There are multiple news-sharing apps used by a single user and are often spammed with notifications. There is also a lot of fake news which gets shared. 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. This news tracker application helps the user to get all information about commodities, sports, technology, education etc. The user can register using their personal details and interact with the application and save their ~~news~~ filters like Breaking News, Most Popular, and more. Creating a user-friendly news app that would not just have good number of features, but will also be able to get accessed by different types of users keeping the experience delightful.




Key rules of brainstorming


To run a 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!

Aditya Raj

Easy to install	Interactive UI	Adaptive Database
Small app size	Efficient News	Personalized
OneClick	News Sharing	Notion customizable code

Aakash S

Push user recommendations	Add ID	Signup
Speed reading option	Efficient language options	Automatic of app
Better security & Backup	Win OS	Full Data Fetching

Agastheeswaran

Beginner UI	Efficient news	Finding genuine news
Redaction of news	Security	No Ads
User data Privacy	Regular notifications	Regular Updates

Nagabha

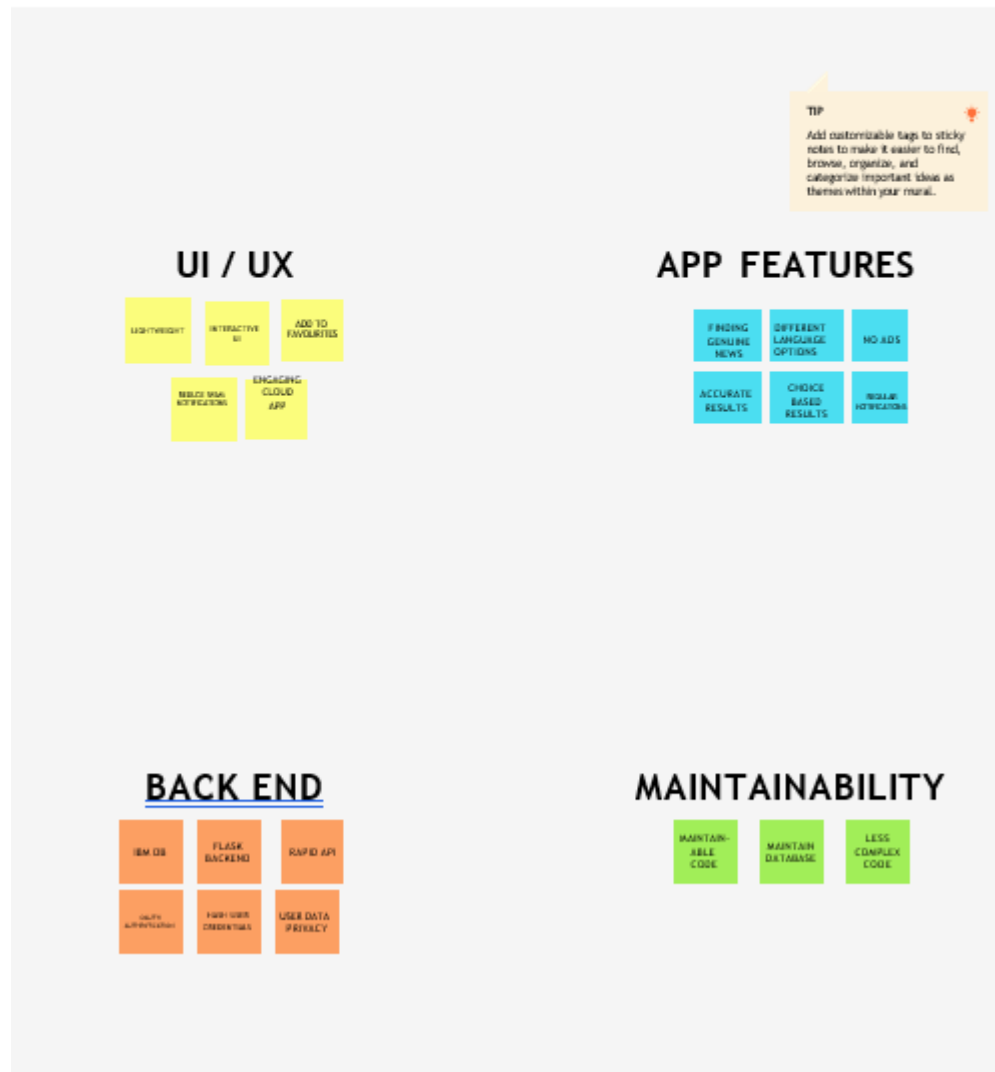
Less distracting	24/7 availability	User can add their own chat
Lightweight	Documents, copyright, license	Accurate Results
Reduced space and features	User friendly	Quick authentication

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



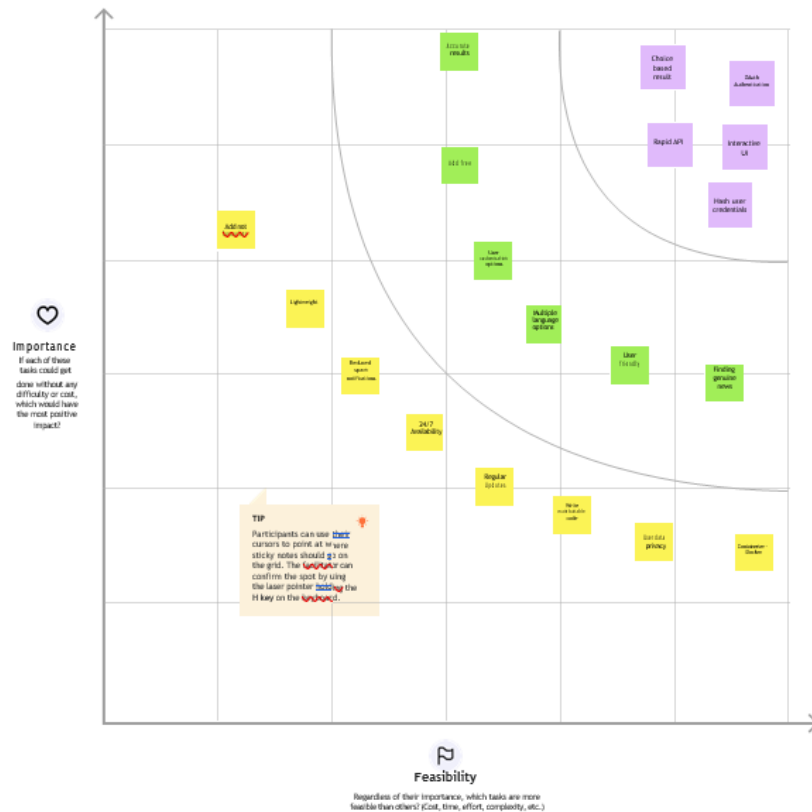
Step 3 : Idea Prioritization

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



→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)