



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

News Readers are busy people who need all the News from different sources to be aggregated at a single place because it's time consuming for them to look at multiple sources.

PROBLEM

News Readers are selective people who need news that is personalized towards them because they have their own personal preferences.

PROBLEM

News Readers are intellectual people who need only reliable and accurate information because they want to make the right decisions using the information from legitimate sources.



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.

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!

Mohana

Trending news	Integration to social media
Comments / opinions	Categorization of content
Brief summaries beside headline.	National and international news.
Font size modification for readability.	Add duration of article, to decide if to spend time on it.
Credibility score beside news source.	Selection of news sources

Nabeel Hussain

Very Attractive User Interface	Provide Puzzles and Brain Teasers
Provide Reward Points for User Activity	Users can Maintaiin Daily Streak
Provide Detailed Weather Predictions	Users Publish their Articles
Provide Users with Social Media Login	Allow Users to Improve other Articles
Provide Fun Facts	Provide the Television series time schedules
Provide the daily rates of all commodities	Save Articles to read Later
Bookmark Articles and News	Enable HashTags to tag topics of Discussion
Provide ChatBot for Customer Service	

Paarkeshvaran

Discover and find favourite themes	Sharing Option
Push Notiications	Email Notiications
Track time spent in app	Puzzle of the Day
Quote of the Day	Categorize new topics based on relevance
Set UI Themes	Feedback
Fan Polling	Change Language Preference

Ujjwaleshwar

Use headings and one-line summaries as the default view.	Use news aggregation APIs
Fake news detection?	News sentiment classification
Rate article writers based on credibility	Allow user privacy features(do not track, etc.)
Text to speech for accessiblity	Light mode and dark mode UI
Lock down tracker	List sources for each article

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Personalization

Change Language Preference

Allow user privacy features(do not track, etc.)

Selection of news sources

Discover and find favourite themes

Miscellaneous

Provide Fun Facts

Puzzle of the Day

Quote of the Day

Lock down tracker

Provide Detailed Weather Predictions

Accessibility and User Experience

Font size modification for readability.

Track time spent in app

Text to speech for accessibility

Save Articles to read Later

Integration to social media

User Interface

Set UI Themes

Very Attractive User Interface

User Engagement

Allow Users to Improve other Articles

Comments / opinions

Users Publish their Articles

Provide Reward Points for User Activity

Users can Maintaiin Daily Streak

Fan Polling

Core Functionalities

Trending news

Use news aggregation APIs

Use headings and one-line summaries as the default view.

National and international news.

Categorization of content

Additional Functionalities

News sentiment classification

Add duration of article, to decide if to spend time on it.

Email Notiications

Push Notifications

Bookmark Articles and News

Provide Users with Social Media Login

Reliability

Rate article writers based on credibility

List sources for each article

Fake news detection?

Credibility score beside news source.

Customer Feedback

Feedback

Provide ChatBot for Customer Service

TIP



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

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 →](#)

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