

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.

- (L) 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.

① 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

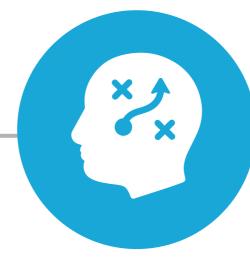
News Readers are busy people who need all the News from different sources to be aggregated at a single place because it's time consuming for them to look at multiple sources.

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

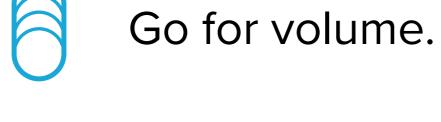
To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.





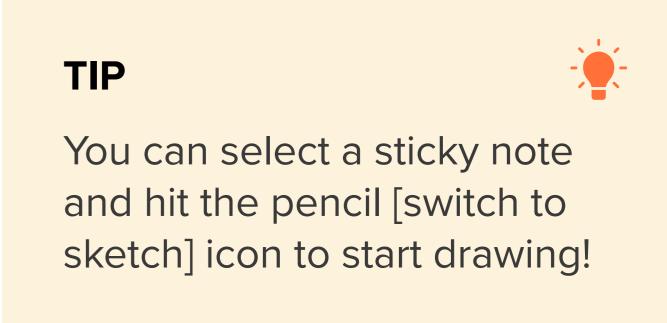
If possible, be visual.



Brainstorm

Write down any ideas that come to mind that address your problem statement.

① 10 minutes



Mohana

Credibility

score beside

news source.

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

Selection of

news

sources

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

Customer

Service

Paarkeshvaran

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

Ujjwaleshwar

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

① 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 accessiblity

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 Notiications

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.

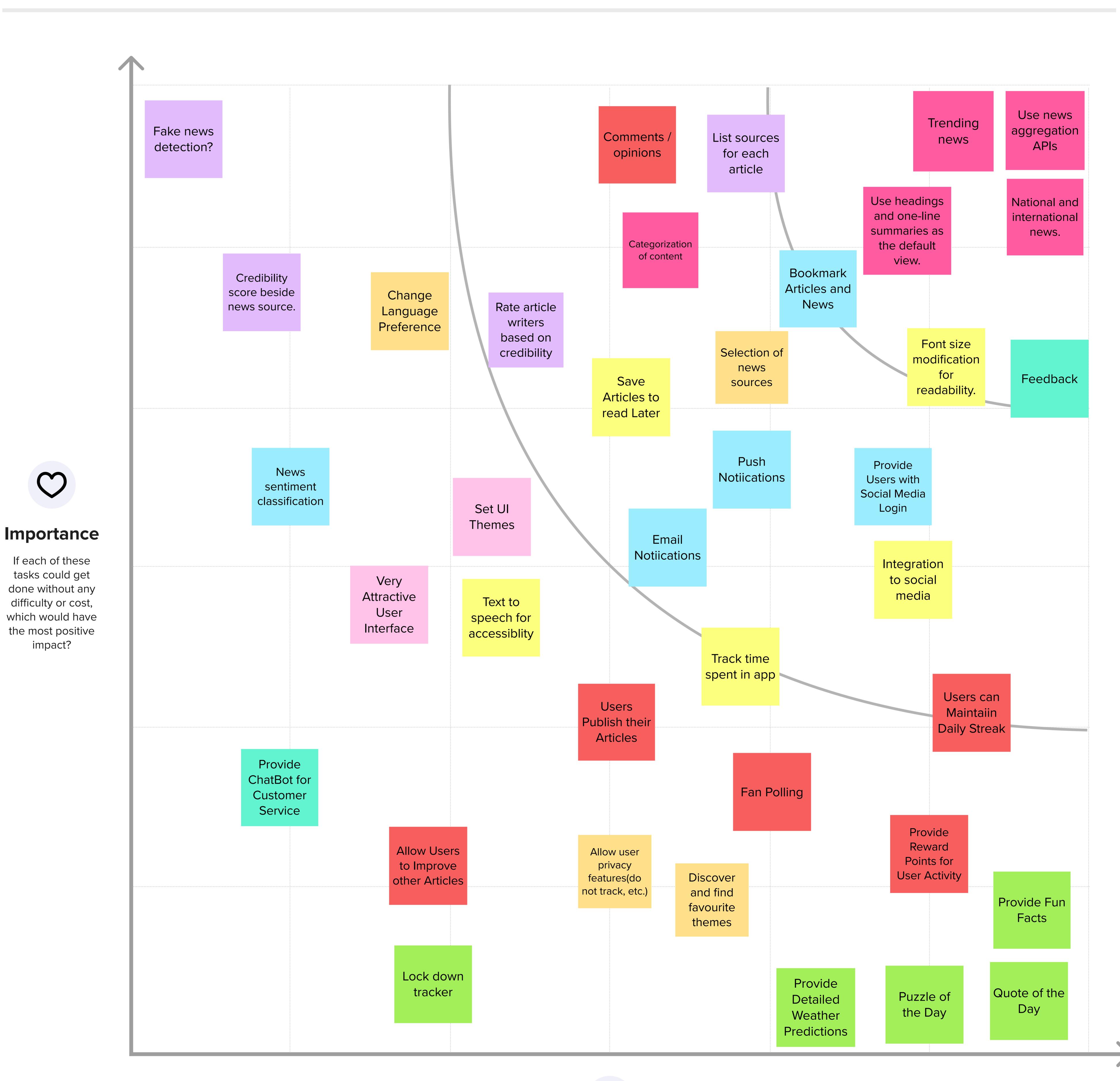


Prioritize

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.

① 20 minutes

impact?





Feasibility



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

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



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.

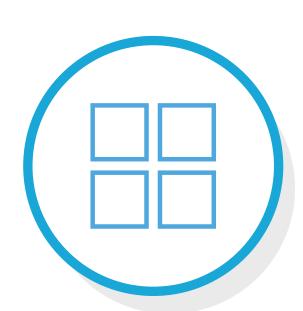
Open the template →



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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