



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

Share template feedback



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 interacts with the application and save their time. for 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.



Brainstorm

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

10 minutes



Darshan

Easy to maintain	Interactive UI	Maintain Database
Small app size	Modify News	Personal preference
IBM Cloud	News Sharing	Write customizable code



Dhanabal & Dheena

Push user credentials	Add to Favorites	Signup
Speed reading option	Different language options	Automation of app
Better Security & Backup	IBM DB	Filter Data Fetching

Chandramohan

Responsive UI	Reliable News	Finding genuine news
Highlight irrelevant news	Security	No Ads
User data Privacy	Regular updates	Regular Updates



Balaram eswar

Less distracting	24/7 availability	User can add their own news
Lightweight	Overcomes copyright issues	Accurate Results
Reduced spam notifications	User friendly	Good Authentication

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



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

UI / UX

LIGHTWEIGHT	INTERACTIVE UI	ADD TO FAVORITES
REDUCE SPAM NOTIFICATION	ENGAGING CLOUD APP	

APP FEATURES

FINDING GENUINE NEWS	DIFFERENT LANGUAGE OPTIONS	NO ADS
ACCURATE RESULTS	CHOICE BASED RESULTS	REGULAR NOTIFICATION

BACK END

IBM DB	FLASK BACKEND	RAPID API
OAuth Authentication	HASH USER CREDENTIALS	USER DATA PRIVACY

MAINTAINABILITY

MAINTAINABLE CODE	MAINTAIN DATABASE	LESS COMPLEX CODE
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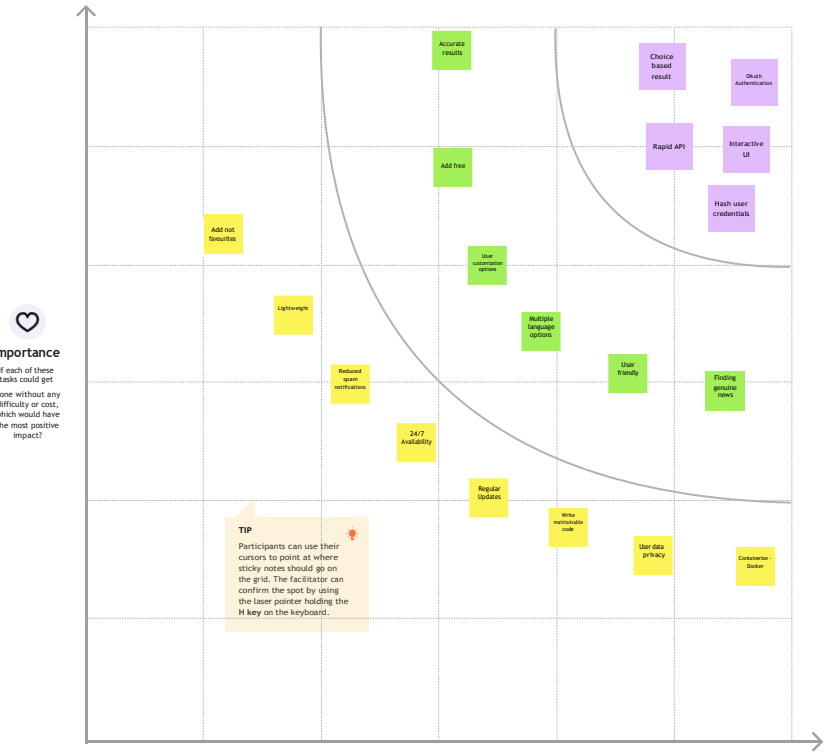
TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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



Importance

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



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



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

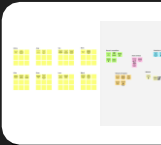


Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

