

Ideation Phase

Brainstorm & Idea Prioritization

Team ID	PNT2022TMID04862
Project Name	NEWS TRAKER APPLICATION
Maximum Marks	4 Marks

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/invitation/mural/ibmproject6847/1665638194630?sender=u5b6c15a3ce6359df0a2e2550&key=36938226-4a40-43e7-90d6-0eb50485824b>

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
👥 2-8 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

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

How might we reduce the time for news paper readers by changing from conventional method?

1) In day to day life there is no time for reading news through news paper because it takes much more time. So peoples need an alternative for reading interested news.

2)The world is so competitive. In order to survive in this world everyone in this world spent their time usefully. But also they need to know the daily news for this they are in need of precise idea.

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

3)For the growth of our knowledge we need to know the day to day news. By knowing news only we can improve our knowledge. But there is no time for that. This is the big disadvantage.

4)Our biggest problem is to gain knowledge without spending more time. This makes the people too lazy to read the news through news paper. Because news paper contains lot of things which are unwanted for them



Need some inspiration?
Search & select a version of this template to kickstart your work.

[Open example](#) ➡

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 tilt the card to lock it to avoid it from being moved.

SANCHANA SHREE K I

Provide Notification alert

Provide ads about our app

Easy access to our news app

Track the new trends

Update the news frequently

Provide search option

SAMYUKTHA K

Provide an attractive background

Focus on the main content of the news

Track the user choice frequently

Provide short and precise news

Track the user needs frequently

SANDHIYA S

We can create a UI/UX to interact with the news by knowing that the user has been reading the news.

We can create an app and display the top news.

We can create a chat bot in which they can chat and ask the news which they want to know.

We can get the news from the user and display it in a card and it is easy to read and display the news when they want.

We can create an app in which add the content about the news and display the news when they want.

We can create an app in which add the content about the news and display the news when they want.

SANDHIYA G

Provide correct news

Personal Preference should be encouraged

Create a UI/UX

Provide less Ads

Consumption of minutes less

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](#)

TIP

Add a sentence-like label to a cluster of sticky notes to label it. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

PERFORMANCE

To provide news 24/7 and update the content continuously.

We can overcome the drawbacks by analyzing the previous works on news app

We can measure our performance by comparing with others

MANAGEMENT

Asking the user about their preferred language

We can provide the contents in their preferred language

We can provide spam free and add free app

TARGET

To deliver a news for the interest of the people

Not to deliver any fake news and provide a interesting news

To deliver a news on time without any delay

SAFETY MEASURES

We can have alternative server to prevent server down problems

We can use encrypting algorithms to prevent the app from hackers

Cross check the news before displaying in the app and keep the personal information of the user's safety.

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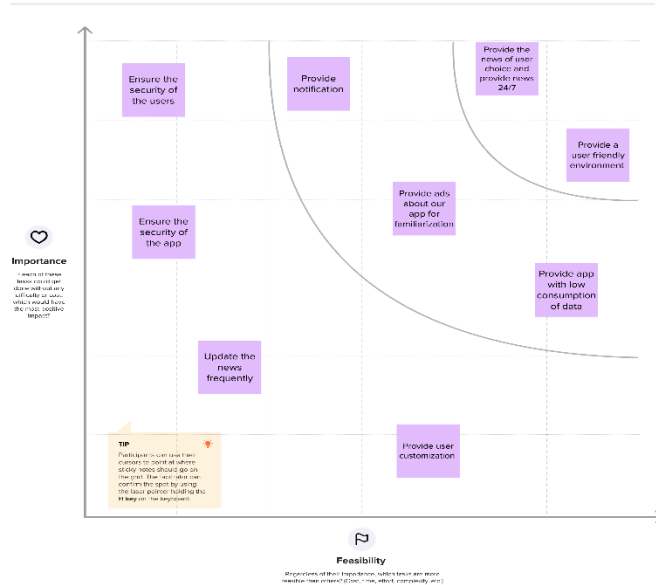
Step-3: Idea Prioritization

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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



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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 outcome of this session.
- Export the mural**
Export a copy of this 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, expectations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to create a plan.
[Open the template](#)

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