

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID23357
Project Name	News Tracker 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.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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

How might we [your problem statement]?



Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

2 Brainstorm

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

🕒 10 minutes

Nachiappan

SHOULD SHOW TRENDING NEWS

EASY USER INTERFACE

INFORMATION SHOULD BE VALID

ALL TOPICS COVERED

Rishikumar

INFORMATION DISPLAYED IN PLEASING MANNER

NEAT USER INTERFACE

VARIOUS CATEGORIES OF NEWS TO BE AVAILABLE

TRACKING USERS INTERESTED TOPIC

Nishanth Sarathy

EASY SEARCH OPTIONS

TRACK USER INTEREST

SUGGEST INTERESTED TOPICS

VARIOUS TOPICS DISPLAYED

Maheshkumar Selvakumar

SUGGESTING TRENDING NEWS

SHOW FOLLOW UP OF CERTAIN TOPIC

EASY SEARCH OF NEWS TOPICS

DISPLAY OTHERS OPINION

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

EASY USER INTERFACE

SHARING OTHERS OPINION ON NEWS

DISPLAYING TRENDING NEWS TOPICS

FOLLOW CERTAIN NEWS TOPICS FROM ORIGIN

NEWS DIVIDED INTO VARIOUS CATEGORIES

TIP

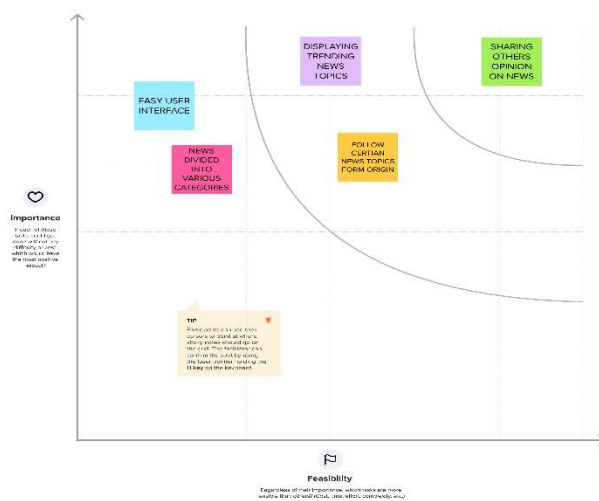
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're where your mind.

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

- Share the mural**
Share a view link to the mural with stakeholders to assign them in the loop about the outcomes of the session.
- Export the mural**
If you're ready to use the mural as a PPTX or PDF, its address in crisis, include it in slides, or save it in your drive.

Keep moving forward

- 
Strategy blueprint
 Define the components of a new clear 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 internal (S), weaknesses, opportunities and threats (SWOT) to develop a plan
[Open the template →](#)

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