

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	07 October 2022
Team ID	PNT2022TMID25546
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

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**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](#) ➔

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#### 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

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**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.

## Step-2: Brainstorm, Idea Listing and Grouping

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### 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!

#### Kishore

Given option to change the way news/headlines are arranged

what news filtering functionality where it allows its users to segregate various news sections

Customizable the way the notification popup for news

#### Vignesh

The users can opt to hide the breaking news, their friends and more

Preferred timing based notifications

#### Sharath

Push notifications and news alerts via emails and SMS

Save news and quotes for reading later

Comment & like on news

#### Vishnu

Search & filter news based on date, region, topic and category

Choose their favourite sections. It also helps the news tracking app to increase their base.

Browse News Categories

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### 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 can break it up into smaller sub-groups.

20 minutes

#### Comment Sections

smart news filtering functionality where it allows its users to segregate various news sections

choose their favourite sections. It also helps the news tracking app to increase their base.

#### Browse News Categories

Preferred timing based notifications

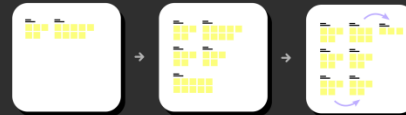
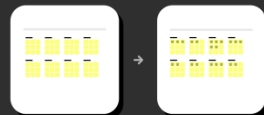
Discussion Rooms

User can choose how many notifications they want

Comment & like on news

#### TIP

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



## 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

