

#### 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

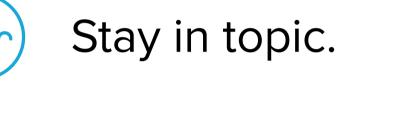
#### **PROBLEM**

News Tracker app lets a user stay up to date with the current developments in their topics of interest

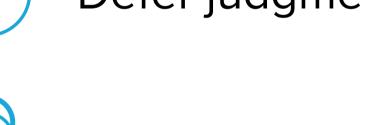


#### Key rules of brainstorming To run an smooth and productive session

Encourage wild ideas.



Defer judgment. Charts Listen to others.



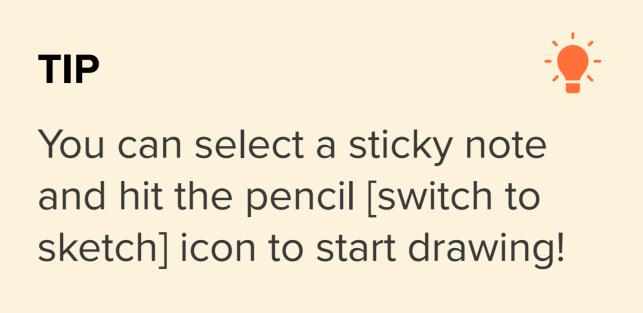




#### Brainstorm

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

① 10 minutes



### Person 1

### Customized feeds based report spam on interests

content

Full story coverage from various sources

Ability to to research and group

# Person 2

# Ability to

Provide

Ability to notifications

Offline access content in advance

## Person 4

## Ability to share the multiple other channels

Person 3

Customized recommendation based on

research

the user

the news

Analytics for

businesses

Read a

Ability to rate

sources in

topics of

# Customized relevant stories

Group ideas

① 20 minutes

Features

General feed with the top stories

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.

Interest based feed individual

# browse, organize, and

# Options

Customize look and feel of the feed

Disable or block certain providers or

## Notifications

news -

news in topic of interest

#### 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

