



Brainstorm & idea prioritization



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Define your problem statement



PROBLEM

How might we help people
find an easy and efficient
way to read personalized
news anywhere?

GROUP IDEAS

NEWSPAPERS

NEWS APPS

WORD OF
MOUTH

NEWS
HEADLINES
DATA

MAGAZINES

SUBSCRIPTION
SERVICES

INTERNET
SEARCH

BLOGS

NEWS
WEBSITES

LIVE NEWS

VOICE
BASED
NEWS
SEARCH

SHORT
NEWS
VIDEOS

POP-UPS
FROM
NEWS
WEBSITES

RADIO FM
NEWS

PODCAST

SEARCHES
BASED ON
HISTORY

VIDEO
STREAMING
SERVICES

CATEGORIES
BASED
SEARCH

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Group ideas



SHORT NEWS

NEWS
HEADLINES
SHEET

SHORT
NEWS
VIDEOS

POP-UPS
FROM
NEWS
WEBSITES

WORD OF
MOUTH

LIVE NEWS

INTERNET-BASED NEWS SEARCH

POP-UPS
FROM
NEWS
WEBSITES

BLOGS

NEWS
WEBSITES

SEARCHES
BASED ON
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NEWS APPS

INTERNET
SEARCH

VOICE-BASED NEWS

VOICE
BASED
NEWS
SEARCH

PODCAST

RADIO FM
NEWS

4
Prioritize

