

1

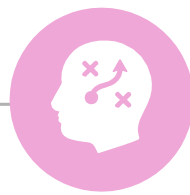
Define your problem statement

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 help people to track the daily news?



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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!

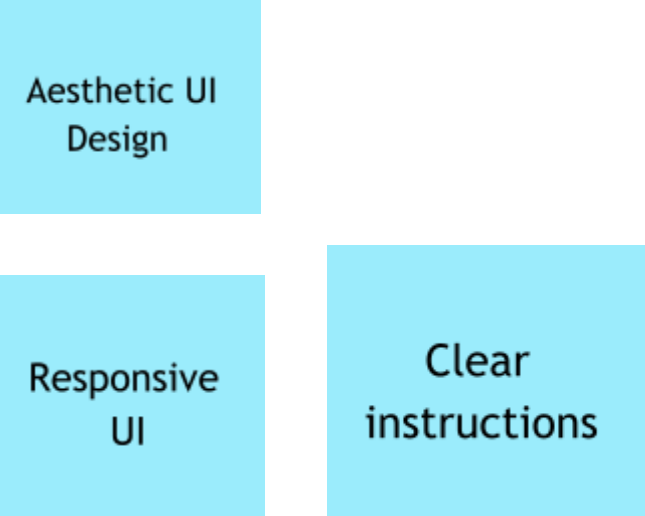
Vishal G		Sivaram V		Sugathithiyan M	
Vignesh S					
Aesthetic UI Design		Collaboration with Google Calendar		Listen to podcasts	
Responsive UI		Stay updated with latest news		Daily and weekly reports on E-mail	
Clear instructions		Awareness page inside the app		Fast fixing of bugs	

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 and break it up into smaller sub-groups.

20 minutes

User Interface



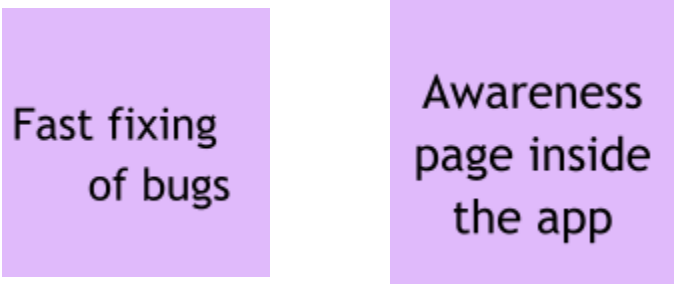
Core Functionalities



Marketing



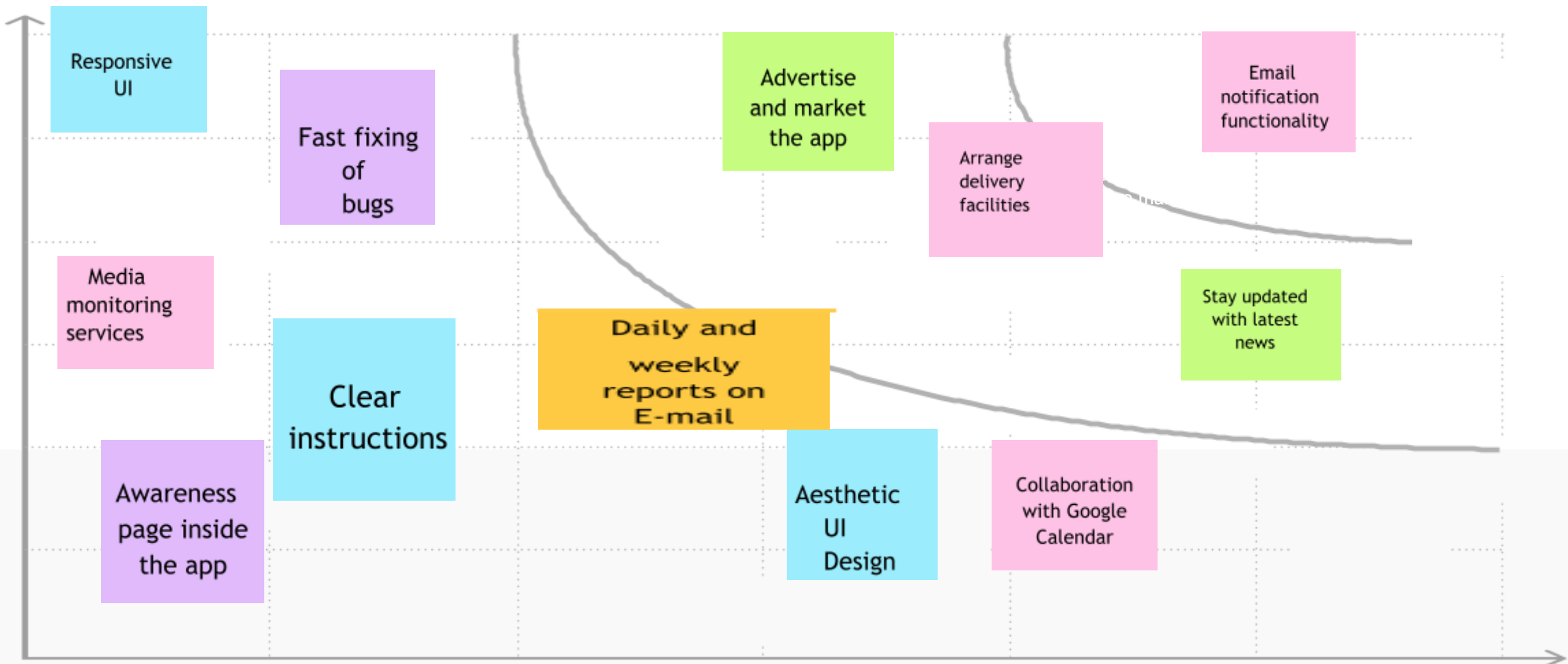
Miscellaneous



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



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

