

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID07753
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

Template



### 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**

People need a solution where they can read news on the go without any hassle while travelling because the majority of people don't want to carry a physical news-paper, it may cause discomfort to both themselves and the surrounding neighbours. They opt to read news in such a way that he/she doesn't have to worry about buying physical newspapers or carrying them everywhere. They prefer something which should fit in the palm of their hand, which they could carry everywhere, access from everywhere, something digital such as an application hosted on the internet which could be accessed from any device that is connected to the Internet. Such as smartphones and computers.



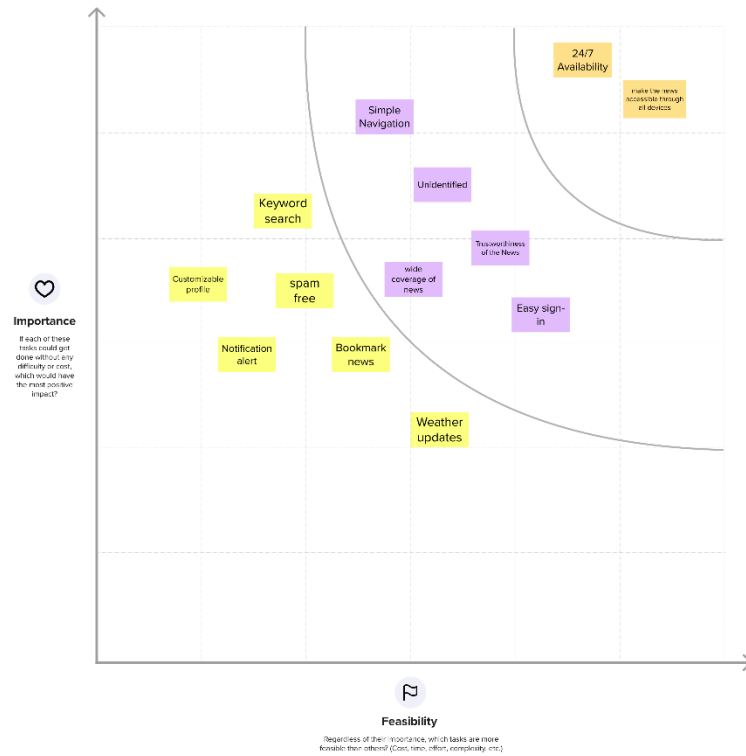
## Step-3: Idea Prioritization

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



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### 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

A

##### Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

##### Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward



##### Strategy blueprint

Define the components of a new idea or 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 strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

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