

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	27 September 2022
Team ID	PNT2022TMID45371
Project Name	Project - News Tracker Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

- 🗨️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go on volume.
- 👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

shamgopriya.M

Abusing the Spam Notification

creditless to the users

Efficiency in important news

It is more readable

It is user Friendly

Easy access of services

vijayalakshmi.D

Personalized settings

breaking news on the top

keep up with current events

Neglecting the Fake news

Multiple Categories of news

News with Audio

SIVANANTHA KARTHIKA.B

3

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 end break it up into smaller sub-groups.

20 minutes

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

