


Ideation Phase

Brainstorm & Idea Prioritization

Date	17 October 2022
Team ID	PNT2022TMID29203
Project Name	Containment Zone Alerting Application
Maximum Marks	4 Marks


Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template



Brainstorm & idea prioritization

This is a brainstorming & idea prioritization for Covid-19 Containment Zone application

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

 Share template feedback



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

To provide information about containment zones in a particular region by alerting people, through continuous monitoring of an individual's location.





Key rules of brainstorming

To run a smooth and productive session

 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorming

Ideas that came to our mind that address our problem statement.

Ragunath

Map Integration using Google API's	Customizable Alerts can be a plus!	Get Data from Open Source API's
Security in Location sharing	Cloud data enables syncing	Automate syncing for flexibility
Allow user to search containment zones	Self explanatory UI	Lively Interface in a pannable view

Venkatesh

Easy Identification of containment zones	No complicated process involved	No privacy related issues
Assist to stop spreading of dreadful pandemic	What if it doesn't support all devices?	Notifications to avoid entering the red zone is provided
Visualize statistics	Offline data storage	Interactive map for containment zones

Balaji

Include a Referral Program	Don't require personal info unnecessarily	Instant alert delivery
Hashing of passwords	Have a news feed with current COVID statistics	Allow user to store search data
Support for almost all devices irrespective of android version	What if location service fails?	Getting user feedback

Balaji

Privacy concerns	What if phone runs out of battery?	Allow user to see live COVID statistics
Allow users to Recommend the app	Focus on performance improvements	Overcome Latency Factors
Encourage users to install app	Observe changes impacted	Support provision will be generous

Somasundaram

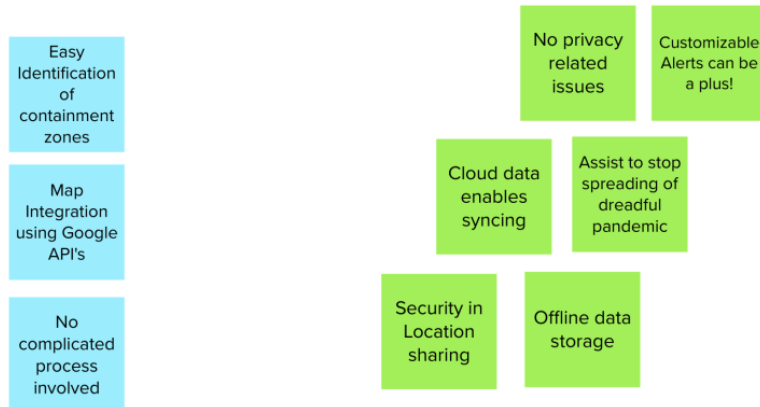
App promotions	Simple and clear UI	Real time alerts
Test the app thoroughly	Frequent Updates & Bug Fixes	How does it replace other priority existing app?
Helpful in finding nearby containment zones	Precision of User Flows	Let the users feel the functions visually

3

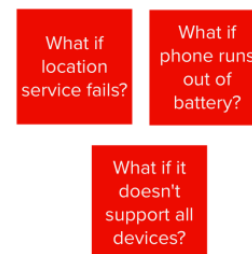
Grouping of ideas

Each group is a collection of similar ideas from the brainstorm that has a title which describes what the ideas have in common.

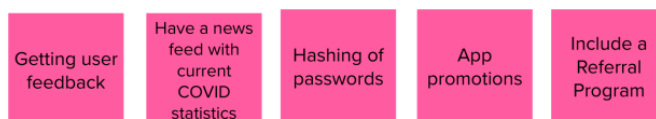
Features



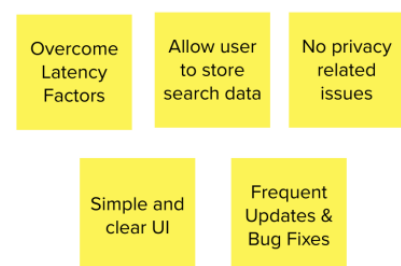
Issues



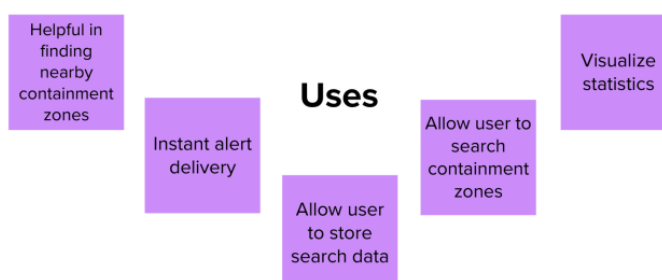
Extra features that can be added



Concerns



Uses



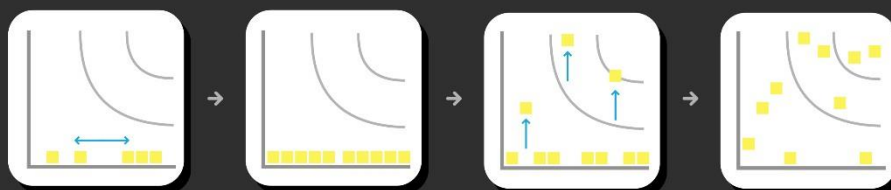
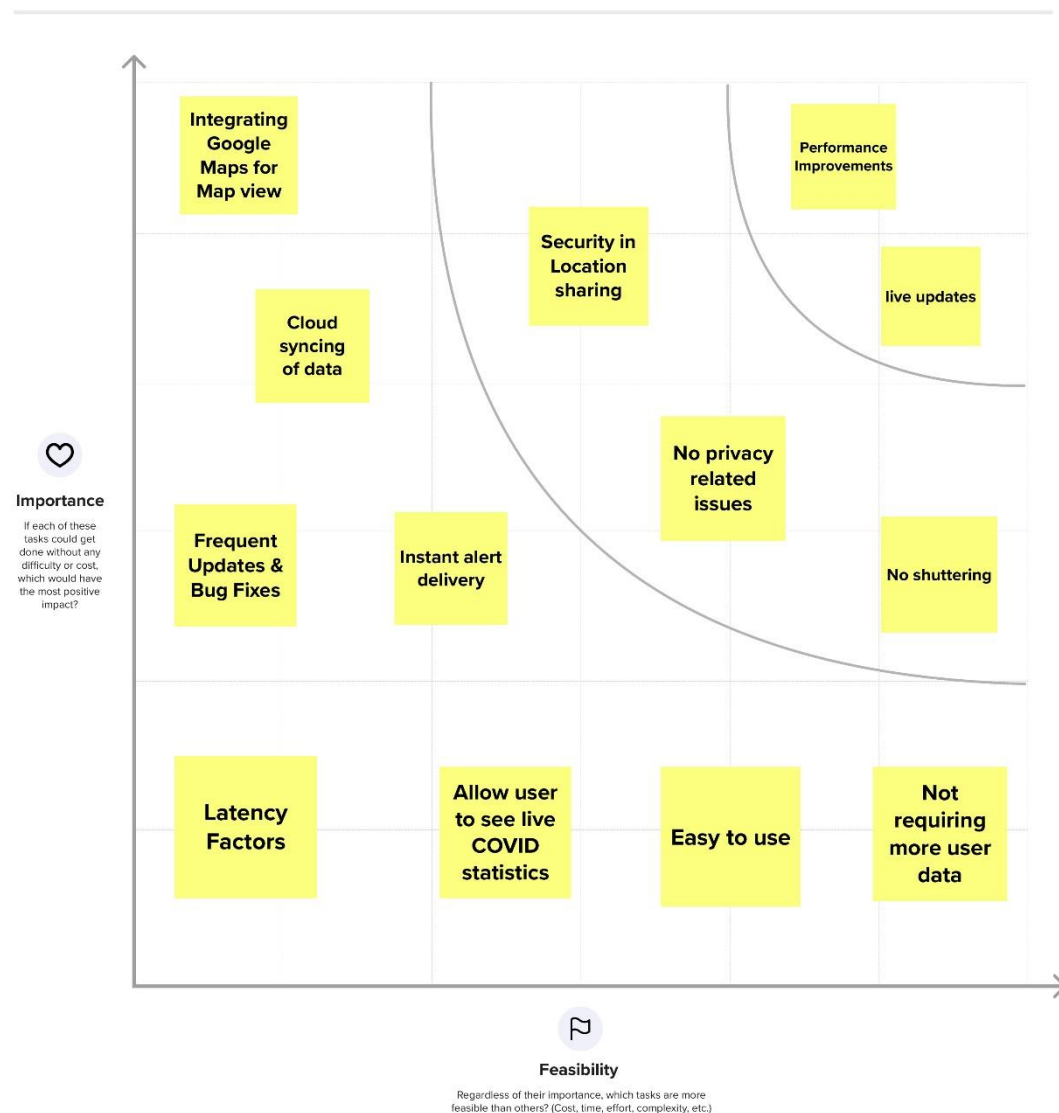
Step-3: Idea Prioritization

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



TOP 3 IDEAS



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



Share the mural

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



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 →](#)



[Share template feedback](#)

TOP 3 IDEAS

Integrating
Google
Maps for
Map view

Allow user
to see live
COVID
statistics

Frequent
Updates &
Bug Fixes