

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	30 September 2022
Team ID	PNT2022TMID22947
Project Name	Project – 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



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.
Participants: **Aashish Mastika A, Dharsini M, Karunabika S P, Monisha V**

B Set the goal
To Brainstorm ideas for news tracker application based on User needs to decide what actions should be prioritized

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 display news feed that user interested so that user get a quick peek of the day with less distractions in app

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

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!

Karunambika S P

Latest News feed on top	Local news	Customized search
More Control to the user	Categorizing news	Various markets for filter
Daily updates on interested news feed	Option to get filter based on time	Bookmarking news
News should short and clear	List on the market niche user following	Profile Customization
Sharing link to friends	Community based on interest market niche	Multi Language support
Faster and another Performance style "user select auto"	Bug free	Less discriptive
24/7 Service should be available	Profile Customization	News Review
Details of news from publication	News should be from trustable resource	Weather updates based user given location
Spam message should		

Monisha V

Search	Voice search	Date
Time	Latest news update	News details
News review	Scrolling option	Select or click the news for more details
Less Ads	Profile option	Setting option
Profile editing	Notification option	No frustrated in this app
Very little resource usage	Curated and focused	Marks trends tracking
Track how often user visit area	Bookmarking news	Save and download
Share the link	Data usage	All Languages Available

Dharshini M

Sport news	Date and time	Settings
My feeds	Health care	Profile customization
Entertainment news	Multi languages supports	My interests
Traffic news	Day to day news	Share news to other apps
Select location and get news		

Aohnin Mistikha

Search	News updates	Settings
Profile options	Less ads	All languages news are updated
Languages selection	Various markets for filter	Notification option
Share market news	Breaking news	Top trending events

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Search Option

Global Search bar	Filters in Search bar	Time based filter
Filter based on market feed	Options for Narrowing Search	

News Display

Local News	Local news or style "user select auto"	Options of various market Place
All language Support	Trending news on top	Bookmarking news
Breaking news on interested niche	My news feed tab	

Other Features

Less ads	Profile Customization
Settings	Help
Weather info	

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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

