

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	06 November 2022
Team ID	PNT2022TMID19214
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.



Brainstorm & idea prioritization

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10 minutes to prepare
1 hour to collaborate
3.6 people recommended

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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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or give each other a heads up.

Set the goal

Think about the problem you're focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Subprocesses 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 avoid inconsistency, irrelevant and irregular pattern of news feed and tell us what market news you're interested in and get a quick peek for the day

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Order judgments
- Listen to others
- Go for volume
- If possible, vote about

2 Brainstorm

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

10 minutes

Sophia Anjelica J

Sign UP	Choice Based Result	Accurate results
Rapid API	Finding genuine news	Different language options
User friendly	Regular updates	IBM Cloud

Tarunika V

Keep the news relevant and short	All in one place	It saves user time
Identify the bloggers and influencers	Browsing with the keyword on the web	Weather updates
Delivery news according to person interest	Use only trusted sources	Increases Productivity

Kavi Priyaa

Bookmark news	Market trends tracking	Adaptive communication channel
Short and single line heading	Search option	Notification alert
Competitor analysis	Health Tracking	Easy to access the news

Karishma P

Regional Reading	Faster data fetching	24/7 availability
Reduced spam notification	Simple UI	Flask Backend
Less Distracting	Better Security and Backup	No ads

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

UI/UX



Maintainability



Backend



App Features



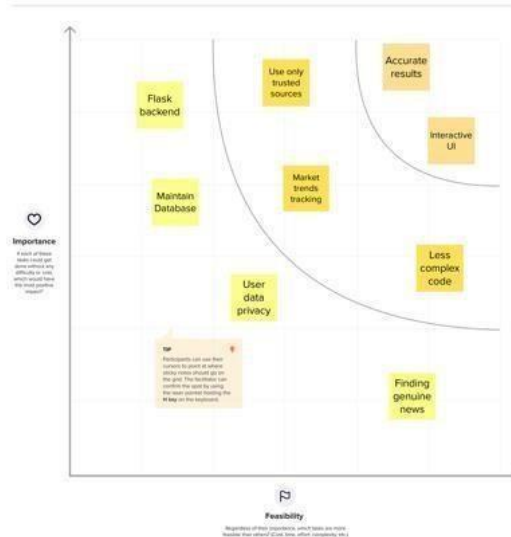
Tip
Add customer tags to sticky notes to make it easier to find common patterns and categorize important ideas as they appear on your board.

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



5

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**
Outline 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) in drawing a plan.
[Open the template](#)

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