

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID27612
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.

Reference:

<https://app.mural.co/t/ibm6012/m/ibm6012/1666285440043/570429885404a188236614b8672c97985bc04734>

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

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

As our lives are very busy these days, we often feel we need more than 24 hrs a day to cope up with everything we have in our schedule. So there is no time to read the news. And to find the news of the readers is interest is hard. Inorder to resolve it a news tracker application is needed.



Key rules of brainstorming
To run an 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!

Veroni

Chaired to
get fans

Elizabeth

Quarrelable	Global access	All type of mono
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Shirley

Full
indexing

Raksha

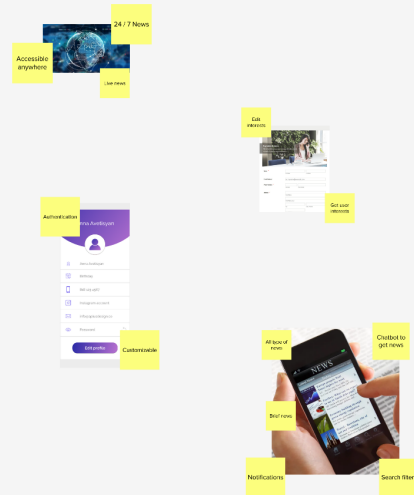
Notifications	Authentication	Brief news
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3

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



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

