

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	7 October 2022
Team ID	PNT2022TMID51114
Project Name	News Tracker Application
Maximum Marks	4 Marks



### 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



#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



#### Set the goal

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



#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



#### 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 an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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!

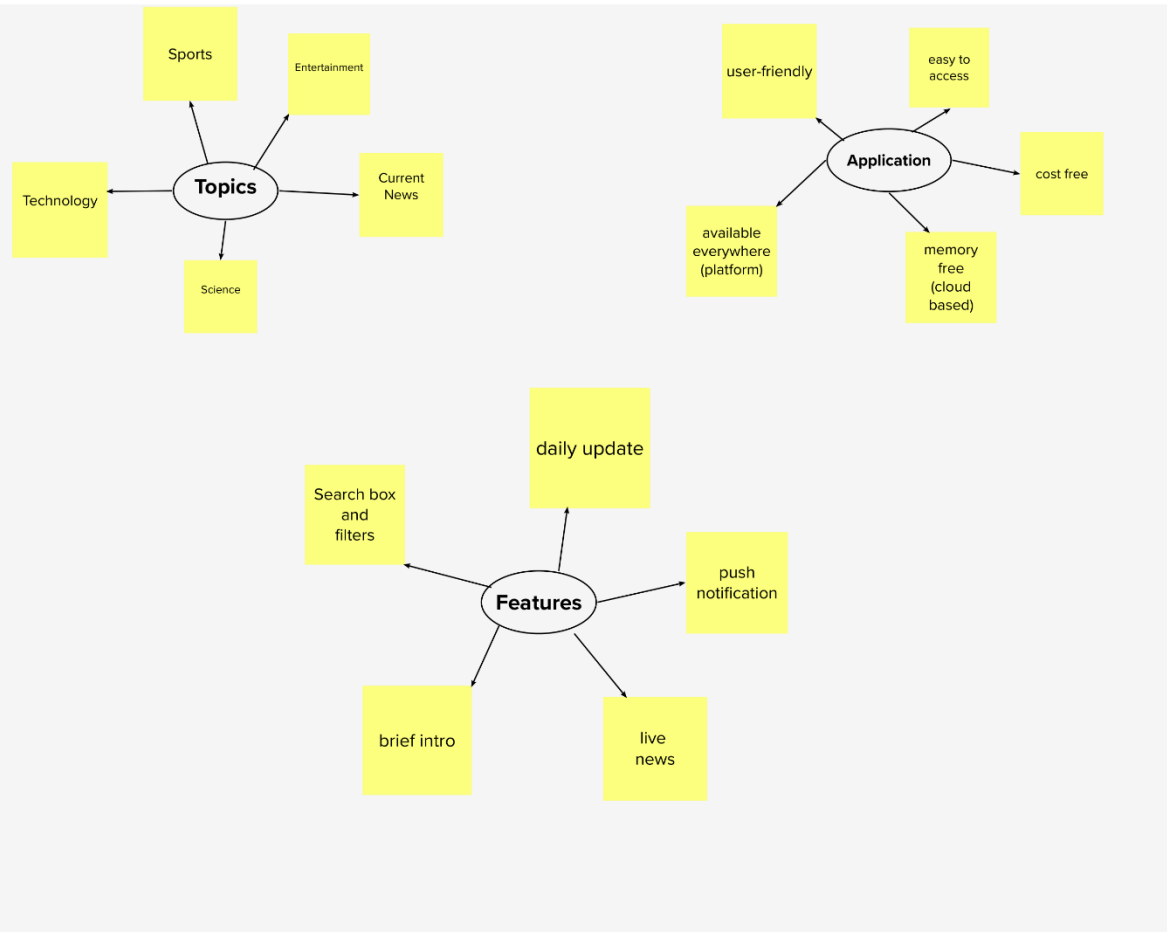
SEETHADEVI		SHARON TRESHA		SUJITHA K		vaishnavi	
Variety of Topics	Report of current event	Short and Precise	Diverse news	Bring awareness to people	Strengthen vocabulary	Educate oneself	Search and filters
Gathering Information	Personal feed	Knowledgeable	Easy to access	Social wellbeing	Makes learning fun	connect anytime	Push notifications
All in One	Educate readers on current affairs	Efficient	Up-to-date	Increasing visibility	Sharing common interest	Entertain the masses	Consistency

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



## 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

