

# Ideation Phase











## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID33309
Project Name	News Tracking 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.

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

<p>NEWS TRACKING APPLICATION</p> <p>There are multiple news - sharing apps used by a single user and are often spammed with notifications. There is also a lot of fake news which gets shared. A news - sharing app wants to help users find relevant and important news easily every day and also understand explicitly that the news is not fake but from proper sources.</p>	<p> <b>Before you collaborate</b></p> <p>A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</p> <p> 10 minutes</p> <hr/> <p><b>A Team gathering</b> Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.</p> <p><b>B Set the goal</b> Think about the problem you'll be focusing on solving in the brainstorming session.</p> <p><b>C Learn how to use the facilitation tools</b> Use the Facilitation Superpowers to run a happy and productive session.</p> <p><a href="#">Open article</a> →</p>	<p><b>1 Define your problem statement</b></p> <p>Communications between deaf-mute and a normal person has always been a challenging task. It is very difficult for mute people to convey their message to normal people. Since normal people are not trained on hand sign.</p> <p> 5 minutes</p> <hr/> <p><b>PROBLEM</b></p> <p>Missed media mentions and irrelevant search results</p> <hr/> <p> <b>Key rules of brainstorming</b></p> <p>To run a smooth and productive session</p> <ul style="list-style-type: none"><li> Stay in topic.</li><li> Encourage wild ideas.</li><li> Defer judgment.</li><li> Listen to others.</li><li> Go for volume.</li><li> If possible, be visual.</li></ul>
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## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

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

🕒 10 minutes

Deiva Dharshini R

Durka M

Spammed  
with  
notification

Fake news  
getting  
shared

User  
interface  
resources

Identify the  
influencer

User  
credentials

Usage of  
internet

Desk  
research

Data privacy

Indhumathi M

Ilan thendral K V

Accurate results

Regular  
Updates

Highlight  
relevant  
news

Trending  
content

Effective  
communication

Improved on  
time  
performance

User  
preference

Identify the  
bloggers

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

Different  
language  
options

Keep the UI  
simple and  
intuitive

Media  
Monitoring  
service

Choice  
based result

Automate your  
content  
delivery  
process

Setting  
keyword  
alerts

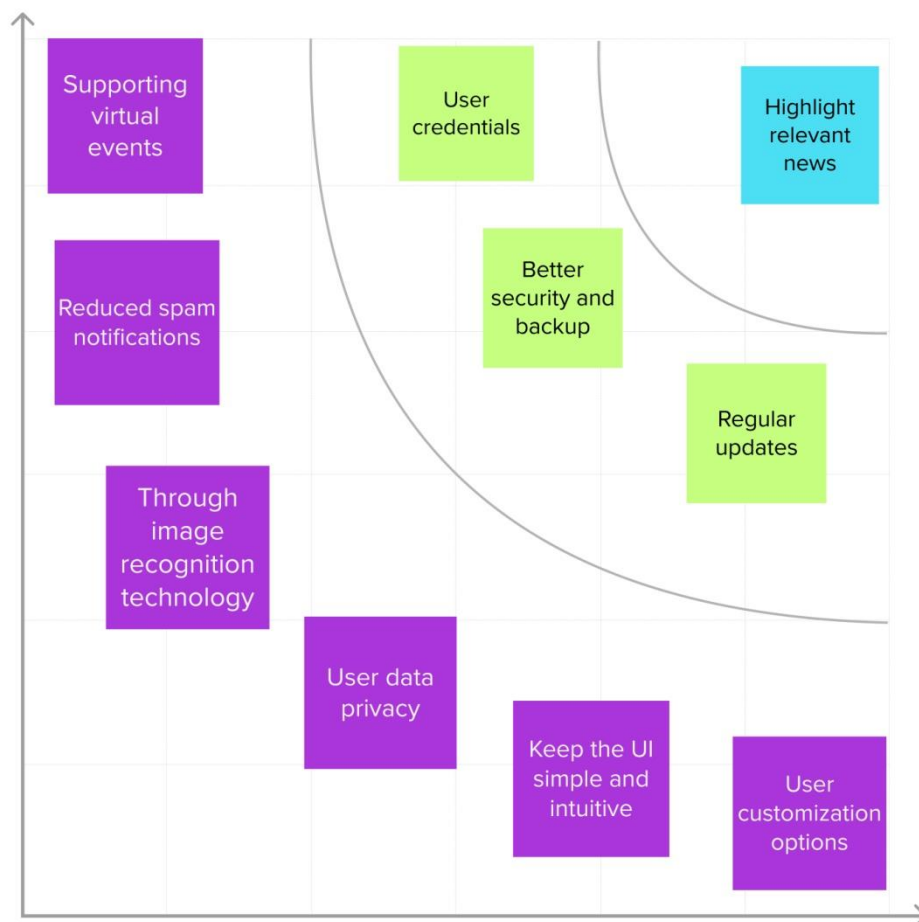
### Step-3: Idea Prioritization

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



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)