Template

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
- **2-6 people** recommended

Share template feedback

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

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

In today's world we have a lot of work and there is no time to cope up everything in the schedule. So, it is not possible to read the newspaper. 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. This news tracker application helps the user to get all information about commodities, sports, technology, education etc. The user can register using their personal details and interacts with the application and save their time.for filters like Breaking News, Most Popular, and more. Creating a user-friendly news app that would not just have good number of features, but will also be able to get accessed by different types of users keeping the experience delightful.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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!

Kessav

- Easy to maintain
- Interactive UI
- Maintain Database
- Small app size
- Modify News
- Personal preference
- IBM Cloud
- News Sharing
- Write microservices code

Madhumitha

- Mach user credentials
- Add to favorites
- Signup
- Speed reading option
- Different language options
- Automation of test
- Better Security Backup
- IBM DB
- Faster Data Fetching

Mugunthan

- Responsive UI
- Reliable news
- Finding genuine news
- Negligent content news
- Security
- No Ads
- User-little Privacy
- Regular notifications
- Regular Updates

Naren

- Less distracting
- 24/7 Availability
- User can add their own news
- Lightweight
- Overcomes copyright issue
- Accurate Results
- Reduced spam notifications
- User Friendly
- User subscription

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 and break it up into smaller sub-groups.

20 minutes

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

UI / UX

- LIGHTWEIGHT
- INTERACTIVE UI
- ADD TO FAVOURITES
- REDUCE SPAM NOTIFICATIONS
- ENGAGING CLOUD APP

APP FEATURES

- FINDING GENUINE NEWS
- DIFFERENT LANGUAGE OPTIONS
- NO ADS
- ACCURATE RESULTS
- CHOICE BASED RESULTS
- REGULAR NOTIFICATION

BACK END

- IBM DB
- FLASK BACKEND
- RAPID API
- Write microservices
- HASH USER CREDENTIALS
- USER DATA PRIVACY

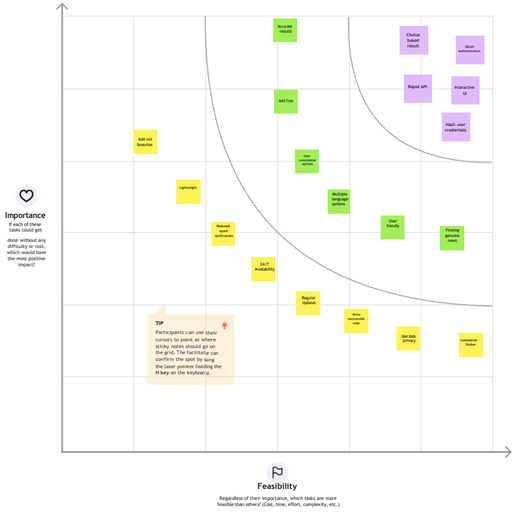
MAINTAINABILITY

- MAINTAIN-ABLE CODE
- MAINTAIN DATABASE
- LESS COMPLEX CODE

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



TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by ping the laser pointer holding the M key on the keyboard.

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

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **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
Define 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) to develop a plan.
Open the template

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example