

## **Ideation Phase**

### **Brainstorm & Idea Prioritization Template**

<b>Date</b>	3 October 2022
<b>Team ID</b>	PNT2022TMID33284
<b>Project Name</b>	News Tracking Application
<b>Maximum Marks</b>	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

## Brainstrom



## NEWS Tracking Application

As news is increasingly accessed on smartphones and tablets, the need for personalising news app interactions is apparent. We report a series of three studies addressing key issues in the development of adaptive news app interfaces. We first surveyed users' news reading preferences and behaviours; analysis revealed three primary types of reader. We then implemented and deployed an Android news app that logs users' interactions with the app. We used the logs to train a classifier and showed that it is able to reliably recognise a user according to their reader type. Finally we evaluated alternative, adaptive user interfaces for each reader type. The evaluation demonstrates the differential benefit of the adaptation for different users of the news app and the feasibility of adaptive interfaces for news apps.



## 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.



### 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.



### Define your problem statement

User needs to read needs to in such a way that they don't have to worry about ever buying physical newspapers or carrying with him everywhere.

### PROBLEM

The user needs a way to get relevant news based on his choices so that the user does not have to spend a lot of time or scroll through news News is filled with ads and sports a messy and confusing user interface. The user expects a clean, minimalist full of news with all categories. Users are not interested in all the categories and will be more interested with their personal choices. Traditional way of tracking news is slow and obsolete. User needs a new innovative application or a track news with personal based choices. Lack of quick updates for the day results in a sleepy behind in the trend in today's world and tracking the news regularly should be easy.



### 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

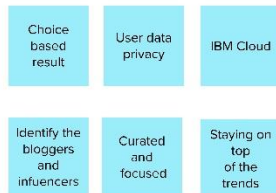
#### Brainstorm

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

##### Abimithra R



##### Geetha T



##### Jeevika S



##### Haritha Sree S

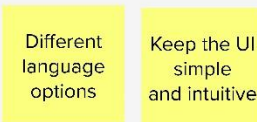


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#### Group ideas

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.

##### Category 01



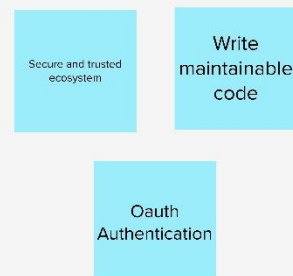
##### Category 02



Choice based result

Automate your content delivery process

##### Category 03



## Step-3:

### Idea Prioritization

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#### 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.

