


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID4691
Project Name	Project-News Tracker Application
Maximum Marks	4 Marks

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

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](#)  
[👥 2-8 people recommended](#)

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**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](#)

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**A Team gathering**

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

**B Set the goal**

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

**C 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](#)

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PROBLEM


**How might we enhance features of News Tracker Application?**





**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.



**Need some inspiration?**

See a full-sized version of this template to kickstart your work.

[Open example](#) →

## Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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 select button to select it (see the next drawing)

Instant updates

Offline reading

Category wise news

Local News

Suitable for all age groups

24 hours available

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 can break it up into smaller sub-groups.

20 minutes

TIP

Also, participants begin to draw notes to make a cluster for the groups of parents and compare as important ideas as groups within your group.

### 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

