

Ideation Phase

Brainstorm & Idea Prioritization Template

| | |
|---------------|--------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID24908 |
| Project Name | News Tracker 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.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



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

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

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

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

10 minutes

TIP
You can select a sticky note and hold the pencil (switch to switch) icon to start drawing!

Venkateshwar S

| | | |
|--|---|---|
| Chatbot | Read Offline | History option for viewed NEWS |
| User Interface is interactive and catchy | Translate the NEWS into their language | Ads in app may irritate the users |
| To increase the user screen time, the app can make users explore eye-catching news rather than credible ones | Users don't want to spend time reading the entire content. They need short and crisp news | News structure, link details and quality as per standards are critical. In content like detection are there to be used as per the guidelines. |

Vignesh B

| | | |
|--|---|---|
| Comment and share news to others | News in 60 words | Reduce Spam Notifications |
| Recommend NEWS by their location | Personalization option for Reading light mode or Dark Mode, Font size | Generate income through subscription |
| Using multiple topic because users are not getting the content categories they want in the app | People prefer personalized push notifications | People consider the news triggered by their friends and family as relevant news |

Vishal Kanna AJK

| | | |
|--|---|--|
| Feedback | Finding Of Genuine NEWS | Manage Trusted NEWS platform |
| Collections, Favorites, Bookmarked Pages | Integrate with social media and post into the News article | Competitor Analysis |
| One app not accommodating both the regional and international news might create a requirement for different apps | Irrelevant news makes the user skip visiting the news that they are interested in | Identifying relevant news is a critical challenge. It is not an easy task. It requires a lot of time, money and mental effort. |

Abhisheke S

| | | |
|---|---|--|
| Mobile App Accessible | Detection Of Fake NEWS | Fetches short videos with NEWS articles |
| Personal preference NEWS can be notified | Flash NEWS | App size should be small |
| Young people don't read news from apps, usually depend on social media to get updated | Contentious updates and people often making mistakes would make the news unreliable and not worth reading | Giving links for notifications but have security features to get rid of the too many filters |

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

CUSTOMIZATION:

| | | | | | | |
|--|---------------------------|---|----------------------------------|--|--|--------------------------|
| Translate the NEWS into their language | Feedback | People prefer personalized push notifications | Comment and share news to others | User Interface is interactive and catchy | Collections, Favorites, Bookmarked Pages | App size should be small |
| Finding Of Genuine NEWS | Reduce Spam Notifications | | | | | |

INNOVATION IDEAS:

| | | | | | | |
|--|---|--|------------------|--------------|---------|-----------------------|
| Personal preference NEWS can be notified | Fetches short videos with NEWS articles | Integrate with social media and post into the News article | News in 60 words | Read Offline | Chatbot | Mobile App Accessible |
|--|---|--|------------------|--------------|---------|-----------------------|

NECESSARY IDEAS:

| | | | | | | |
|--|--|---|--|--------------------------------|------------------------|---|
| App size should be small | Competitor Analysis | Identifying relevant news from excessive amounts of information on social media requires a lot of time, money and mental effort | To increase the user screen time, news apps make users encounter eye-catching news rather than credible news | History option for viewed NEWS | Detection Of Fake NEWS | Contentious updates and people often making mistakes would make the news unreliable and not worth reading |
| Giving filters for notifications because assuming that users get irritated by too many filters | One app not accommodating both the regional and international news might create a requirement for different apps | Users don't want to spend time reading the entire content. They need short and crisp news | | | | |

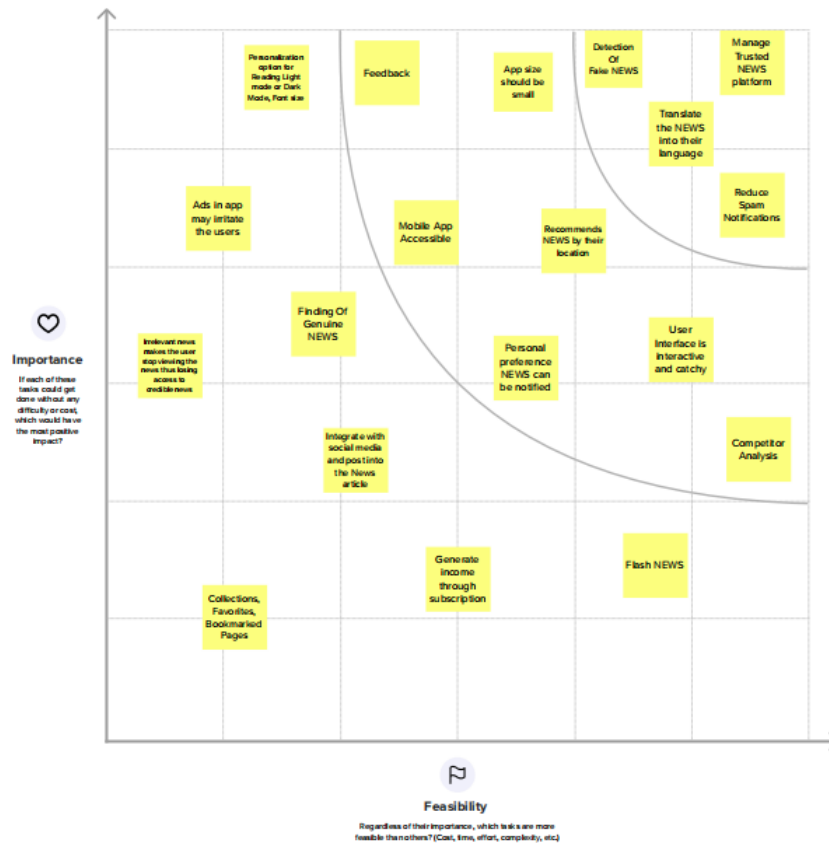
Step-3: Idea Prioritization

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



→

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](#)