

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	01NOVEMBER 2022
Team ID	PNT2022TMID48038S
Project Name	News Tracker
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



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

Newspaper contains limited, non user/reader specific, Location specific news. There are multiple news-sharing apps available which can be used by a single user and are often spammed with notifications. There is also a lot of unwanted news which gets shared. So it may take a lot of time for the user to find the news he/she likes. A news-sharing app wants to help users find relevant and important news easily every day and also provide explicitly news from that users locality/region which may of help to the user.



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.

10 minutes

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

Jayashakthi Vishnu

Backend Logic	Authentication	Time Calculation
Mind Mapping	Competitive Analysis	Plan of Action

Ranjith

UI	UI design	User Experience
Project Challenges	Article Filters	Personalization

Mithun

Easy Accessible	Time Duration	Customer Satisfaction
Language Preference	Good Ideas	Randomness

Akilan

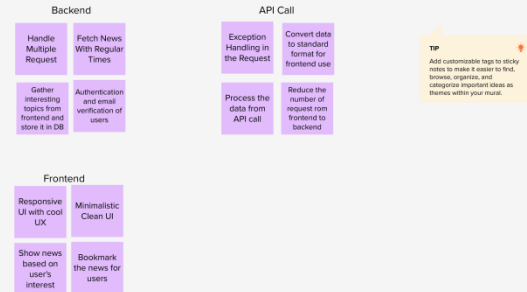
Attractive UX	Temperature Reading	Bookmarks
Minimal Colours	Optimised Request	Responsive Frontend

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



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

