

## **Ideation Phase**

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

<b>Date</b>	3 October 2022
<b>Team ID</b>	PNT2022TMID00584
<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.

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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.

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.

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### Define your problem statement

User needs to read news 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 on searching news news is filled with ads and ads are a major problem for the user and affects the user's experience. Most of the news websites categorize news and are not interested in all the categories and not all are more interested with their personal choices. Traditional way of tracking news is slow and obsolete. User needs a new interface to be applied on the news app with personal based choices. User of quick updates for the day results in a quick update in the news in today's world and tracking the news regularly should be done.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

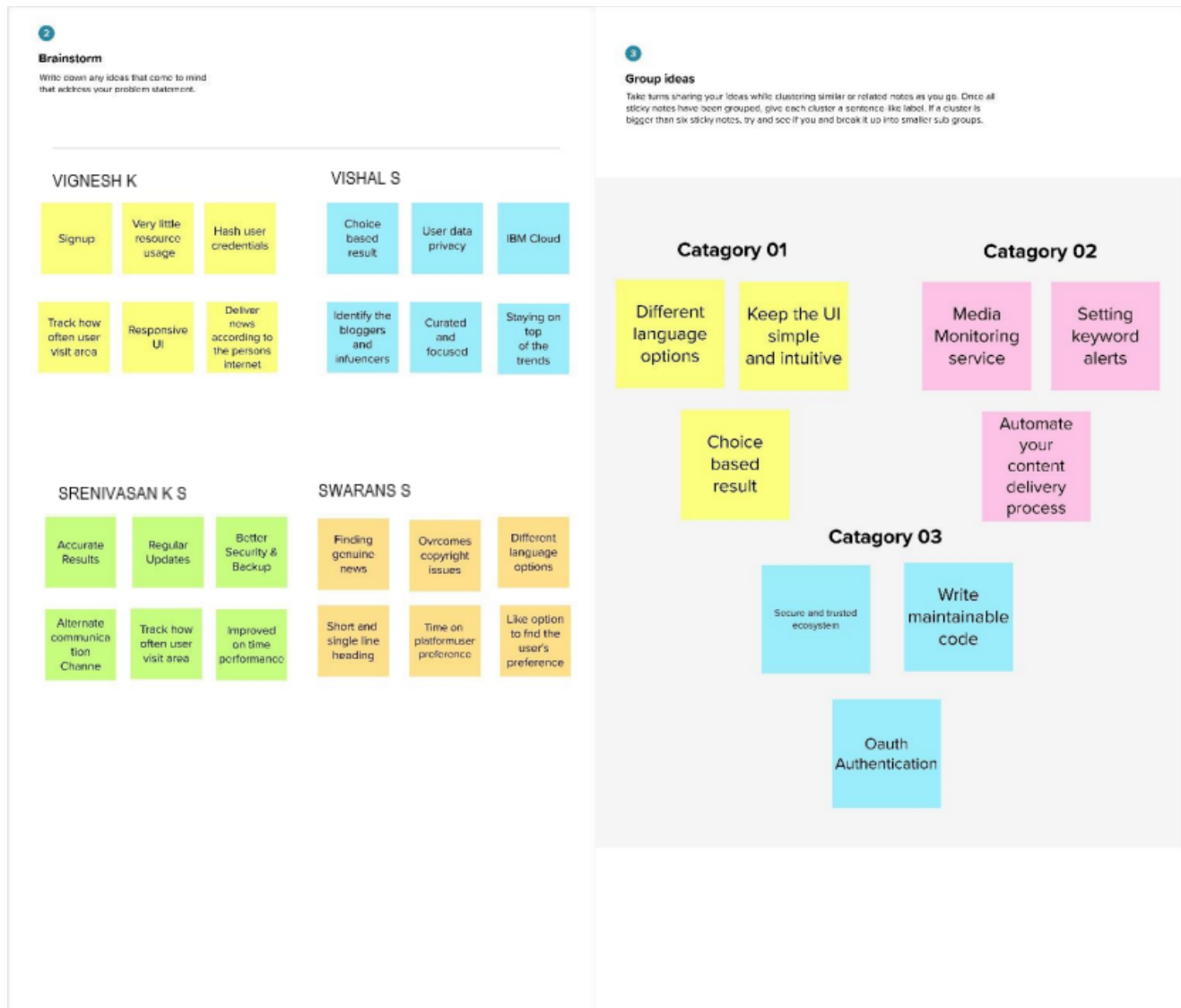
Listen to others.

Go for volume.

If possible, be visual.

## Step-2:

### Brainstorm, Idea Listing and Grouping



## 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.

