

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|              |                                         |
|--------------|-----------------------------------------|
| Date         | 01 Nov 2023                             |
| Team ID      | NM2023TMID04500                         |
| Project Name | Blogging: Create a blog using Wordpress |


### 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.


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

Template



## Empathy map canvas

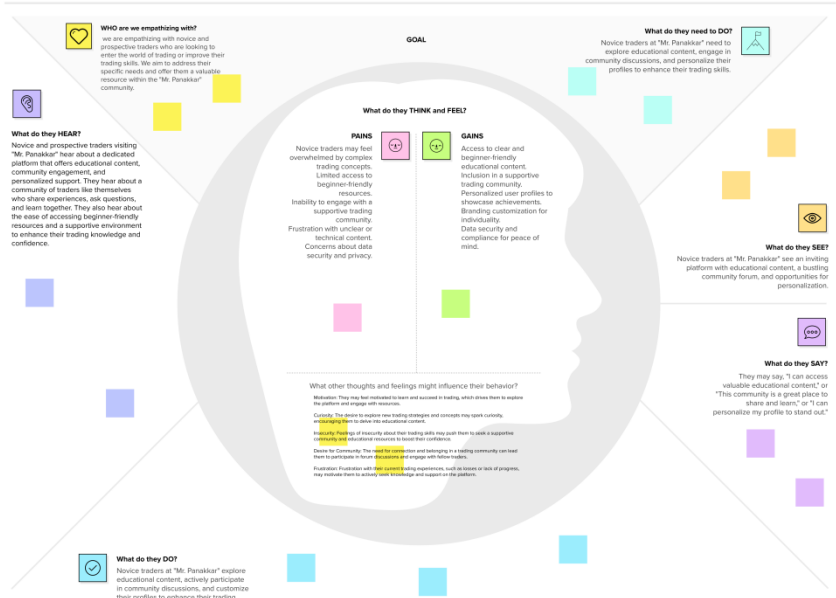
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at 

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### Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



The diagram is a large circle with a silhouette of a person's head in the center. The circle is divided into several sections by lines radiating from the center. The sections are labeled as follows:

- WHO are we empathizing with?** (Top left): We are empathizing with novice and prospective traders visiting "Mr. Panaskar" who are looking to enter the world of trading or improve their trading skills. We aim to address their specific needs and offer them a valuable resource within the "Mr. Panaskar" community.
- What do they HEAR?** (Left): Novice and prospective traders visiting "Mr. Panaskar" hear about a dedicated platform that offers educational content, community engagement, and personalized support. They hear about a community of traders like themselves who share experiences, ask questions, and learn together. They also hear about the ease of accessing beginner-friendly resources and a supportive environment to enhance their trading knowledge and confidence.
- What do they THINK and FEEL?** (Center):
  - PAINS:** Novice traders may feel overwhelmed by complex trading concepts. Limited access to beginner-friendly resources. Inability to engage with a supportive trading community. Frustration with unclear or technical content. Concerns about data security and privacy.
  - GAINS:** Access to clear and beginner-friendly educational content. Inclusion in a supportive trading community. Personalized user profiles to showcase achievements. Branding customization for individuality. Data security and compliance for peace of mind.
- What do they need to DO?** (Top right): Novice traders at "Mr. Panaskar" need to explore educational content, engage in community discussions, and personalize their profiles to enhance their trading skills.
- What do they SEE?** (Right): Novice traders at "Mr. Panaskar" see an inviting platform with educational content, a bustling community forum, and opportunities for personalization.
- What do they SAY?** (Bottom right): They may say, "I can access valuable educational content," or "This community is a great place to share and learn," or "I can personalize my profile to stand out."
- What other thoughts and feelings might influence their behavior?** (Bottom center):
  - Beliefs:** They may hold misconceptions about trading and success, which drives them to explore the platform and engage with resources.
  - Concerns:** The design of the platform may trigger challenges and concerns may spark curiosity.
  - Experiences:** Previous experiences of insecurity about their trading skills may push them to seek a supportive community and educational resources to boost their confidence.
  - Desires for Community:** The need for connection and belonging in a trading community can lead them to participate in forum discussions and engage with fellow traders.
  - Frustations:** Frustration with their current trading experience, such as a lack of progress, may motivate them to actively seek knowledge and support on the platform.
- What do they DO?** (Bottom left): Novice traders at "Mr. Panaskar" explore educational content, actively participate in community discussions, and customize their profiles to enhance their trading experience and skills.

## 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!

### Jeeva Ananth V

Redesign the website interface to make it more user-friendly and visually appealing.

Implement a dark mode feature for users who prefer a different visual style.

Create interactive user tutorials for new members to navigate the platform easily. Enhance the mobile responsiveness of the website for on-the-go traders

### Hariharan S

Enhance data security by implementing two-factor authentication and encryption.

Develop a mobile app version for "Mr. Panakkar" to improve accessibility.

Explore data analytics to offer personalized content recommendations based on user behavior.

### Sanjay S

Develop a series of video tutorials explaining trading strategies and concepts.

Launch a trading blog that regularly publishes articles on market analysis and trading tips.

Create interactive quizzes and gamified learning modules to make education engaging.

### Gokul M

Introduce trading challenges or contests with rewards to encourage active participation.

Implement a reputation and badge system to recognize and incentivize valuable contributions.

Create themed discussion weeks, focusing on specific trading topics to spark engagement.

## 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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

