

**InsightStream: Navigate the News Landscape**  
**Ideation Phase**  
**Brainstorm & Idea Prioritization**

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Team ID	SWTID1741234905145599
Project Name	InsightStream: Navigate the News Landscape
Maximum Marks	4 Marks
Team Leader:	M.Mohan
Email Id	<a href="mailto:12374bca22@princescience.in">12374bca22@princescience.in</a>
Team Member 1 :	M.Nirmal kumar
Email ID	<a href="mailto:12374bca22@princescience.in">12374bca22@princescience.in</a>
Team Member 2 :	B.Nitheesh
Email ID	<a href="mailto:12393bca22@princescience.in">12393bca22@princescience.in</a>
Team Member 3 :	Charles Ruban C
Email id	12593ds22@princescience.in

**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/brainstorm-and-idea-prioritization>

**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



#### Team gathering

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



#### Set the goal

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



#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



### 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.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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

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### 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!

Person 1

Use user preferences (topics, keywords) to display relevant news articles.

Person 2

Integrate an API that fetches breaking news updates continuously.

Person 3

Allow users to search news articles based on categories (e.g., Tech, Business, Sports).

Person 4

Enable users to save their favorite articles for later reading.

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## 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

### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Personalized  
News &  
Preferences

Content  
Organization  
& Search

Real-Time  
Updates

## 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.

🕒 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.

