The process of BRAINSTORMING

In the following document the team is going to show the process of brainstorming that was carried out on Wednesday 13th of August. There were two ideas discussed in the process of brainstorming. The first one was associated with a news portal, we as a team identified a problem with different information that floods the internet. This information can be related to news articles, chains on social media, social media posts, text messages, etc. Some of the problems we identified as a team are:

* Images, texts, news, and stories generated by AI
* The amount of news articles that intend to activate emotions instead of informing
* The number of bots that make trash post in different applications
* The presence of fake emails and fake URLs that are spread across the internet
* Lack of culture around information, around news articles, and how to take the news you read.

To attack these problematics the team has come up with different ideas and classify them in two different ways. Impact (high or low) and effort (high or low). The ideas are as follows:

Designing an app with a forum or blog style. This app would be highly interactive with the users. As they can publish and give their opinion about the posts that the community makes. This is the main core of the app. And it is of low effort with high impact.

The app would include a notification system, these notifications have the purpose of providing the people with tips and inform them about the good practices you could follow to inform yourself well and not fell in the articles trap of summoning an emotion within yourself. We consider this system of medium to low effort and high impact.

For the AI problem we could think of a machine learning model that could detect which images or texts are in fact false or true. This would be of medium to high effort. As gaining enough information for the model is not so easy. Training it and putting it in production is not an easy task as well. It would have a medium impact on our app.

The final idea of the team includes an integration with social media applications (Instagram, TikTok, twitter, etc.) in which one of the following can happen: have the posts of the applications embedded in our app, with the respective comments and warnings. Or have the application embedded in the different social media apps. As an integration or extension that can be applied to this social media, to guarantee a safer and less emotion driven experience in these applications. This idea is our more complex one, we have this one as a high effort and high impact idea.

Now we are going to explain the second problem discussed in the brainstorming session. Which is the constant repetition of themes and actors in cinema, especially in the Colombian industry. The team has identified problems that lead to this outcome which are as follows:

* Lack of visibility of emerging actors, writers, directors
* The big actors and directors eat and take all the opportunities possible
* Lack of connection between studios and the possible candidates for a specific role
* God works such as good scripts are lost because they never “see the light”

For these problems the team thought of an application in which everyone can post their work and profile, to facilitate producers that search for fresh ideas that are not necessarily in the big market. As there are stories on social media that get lost and do not get the attention they deserve, this would be the central idea of the app. This idea is low effort and high impact

This app would count with a grading system of published ideas. This grading system would be run entirely by the community. No “experts” or critics, as this would create the same problem of favoritism, we as a team tend to eradicate. This idea is low effort and high impact.