

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

| | |
|---------------|--|
| Date | 31 January 2025 |
| Team ID | SWTID1741176034150337 |
| Project Name | NEWS APP |
| Maximum Marks | 4 Marks |
| TEAM MEMBERS | RINOSHA FATHIMA.S- rinoshafathima786@gmail.com |
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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](#) →

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



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

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!

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.

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

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

4

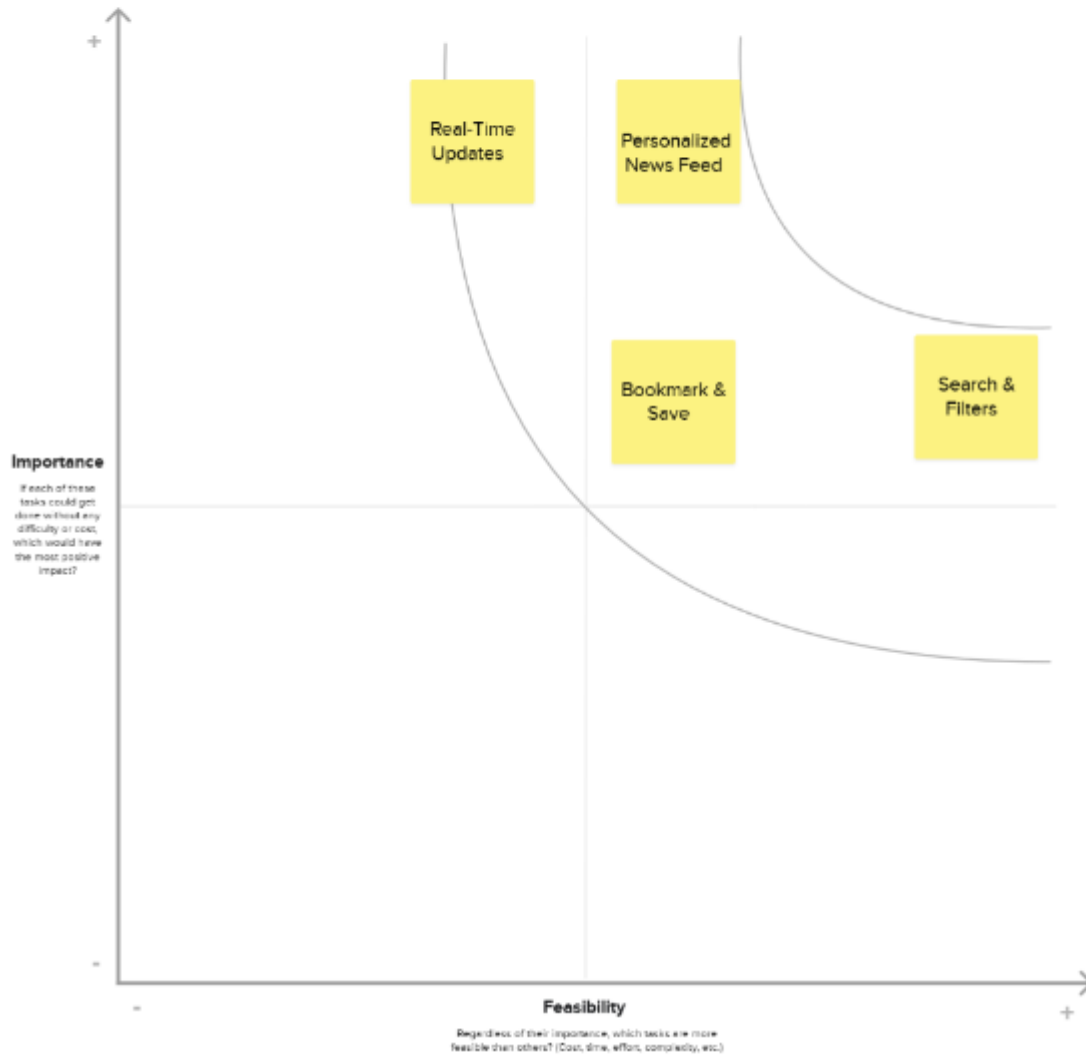
Prioritize

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.



InsightStream: Navigate the News Landscape

Ideation Phase

Define the Problem Statements

| | |
|---------------|--|
| Date | 5 March 2025 |
| Team ID | SWTID1741176034150337 |
| Project Name | NEWS APP |
| Maximum Marks | 2 Marks |
| TEAM MEMBERS | RINOSHA FATHIMA.S- rinoshafathima786@gmail.com |
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Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

| | | |
|----------------------------|--|---|
| I am | Describe customer with 3-4 key characteristics - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - what bothers them most? | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - what needs to be solved? | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|------------------------------------|---|--|--|--|
| PS-1 | A busy professional | Stay updated with the latest news quickly | Most news websites are cluttered with ads and unnecessary content | I need a clean, distraction-free interface with only relevant news | Frustrated and unwilling to browse for long |
| PS-2 | A casual reader | Find news on topics I care about | The news feed is not personalized | I want an easy way to filter news based on my interests | Disconnected and overwhelmed by irrelevant content |
| PS-3 | A mobile user | Read news on the go | Many platforms are not mobile-friendly or take too long to load | I need a smooth, fast-loading, and responsive experience | Annoyed and likely to leave the platform |
| PS-4 | A user concerned about credibility | Get reliable news from trusted sources | A lot of platforms spread misinformation or lack source transparency | I need verified news from reputable sources | Skeptical and unsure which news to trust |

InsightStream: Navigate the News Landscape
Ideation Phase
Empathize & Discover

| | |
|---------------|--|
| Date | 31 January 2025 |
| Team ID | SWTID1741176034150337 |
| Project Name | NEWS APP |
| Maximum Marks | 4 Marks |
| TEAM MEMBERS | RINOSHA FATHIMA.S- rinoshafathima786@gmail.com |
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Empathy Map Canvas:

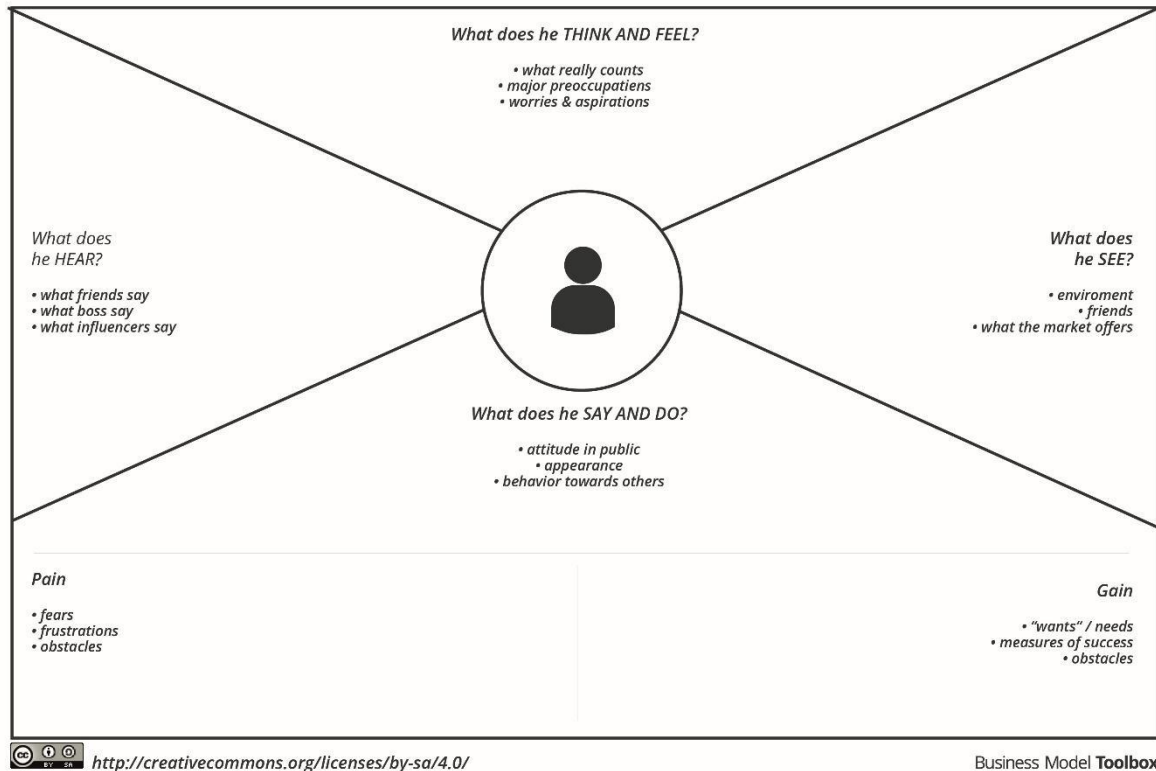
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



Says

What have we heard them say?
What can we imagine them saying?

I just need
quick
updates.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I don't have
time for long
articles.



Shivani Kapoor
Busy Professional

Skims
headlines,
avoids
cluttered
news apps.

Frustrated
by irrelevant
news.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)