

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	11 October 2023
Team ID	Team - 590879
Project Name	Owl: A Material Design App
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Brainstorming provides a free and open environment that encourages team members to participate in the creative thinking process that leads to problem-solving. Brainstorming is a creative problem-solving technique that involves generating a large number of ideas or solutions in a group setting, typically without criticism or evaluation, to foster creativity and innovation.

Idea prioritization is the process of ranking and selecting ideas or projects based on their importance, potential value, and alignment with an organization's goals, allowing for more efficient allocation of resources and focus on the most promising opportunities.

Prioritizing volume over value, and out-of-the-box ideas

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

Team Members:

Team Leader : Sania Anwar - 21BBS0251

Team member : Ramakrishna Naidu Kuna - 21BBS0221

Team member : Vineesh Nair - 21BBS0214

Team member : Rajvir Singh - 21BBS0252

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

PROBLEM STATEMENT: The challenge is to develop "Owl-M," an educational app with a Material Design focus, aimed at offering courses in design, art, architecture, and fashion.

The problem lies in designing an engaging and motivational user experience that leverages Material Design elements while ensuring responsible data handling, accessibility, inclusivity, and ethical data use. Furthermore, establishing a sustainable business model that balances free and premium features is critical for both user value and revenue generation.



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.

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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

The challenge is to develop "Owi-M," an educational app with a Material Design focus, aimed at offering courses in design, art, architecture, and fashion. The problem lies in designing an engaging and motivational user experience that leverages Material Design elements while ensuring responsible data handling, accessibility, inclusivity, and ethical data use. Furthermore, establishing a sustainable business model that balances free and premium features is critical for both user value and revenue generation.



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



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and fill the panel (switch to sketch) icon to start drawing!

Sania Anwar

- Material Design Integration:** Use Material Design for an engaging app interface.
- Personalized Learning Paths:** AI-based custom learning plans.
- Accessibility Features:** Make the app inclusive for all users.

Ramakrishna Naidu Kuna

- Ethical Data Handling:** Ensure responsible data use.
- Collaborative Learning Communities:** Foster user interaction.
- Interactive Assessments:** Engage users with quizzes and challenges.

Vineesh Nair

- Sustainability Initiatives:** Promote eco-friendly practices.
- Partnerships with Educational Institutions:** Offer course credits.
- Inclusive Content:** Reflect diverse perspectives.

Rajvir Singh

- Continuous Feedback Mechanism:** Gather user feedback.
- Hybrid Business Model:** Free and premium content.
- Gamification Elements:** Add rewards and leaderboards.



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.

User Experience Enhancement:

- Material Design Integration
- Accessibility Features
- Collaborative Learning Communities
- Interactive Assessments
- Gamification Elements

Personalized Learning:

- Personalized Learning Paths
- Inclusive Content

Ethical and Sustainable Practices:

- Ethical Data Handling
- Sustainability Initiatives

User Engagement and Growth:

- Partnerships with Educational Institutions
- Continuous Feedback Mechanism
- Hybrid Business Model

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.

