# 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:**

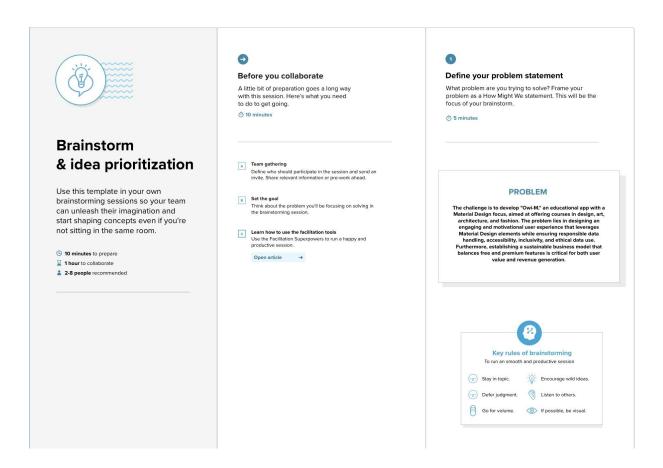
Team Leader: Sania Anwar - 21BBS0251

Team member: Ramakrishna Naidu Kuna - 21BBS0221

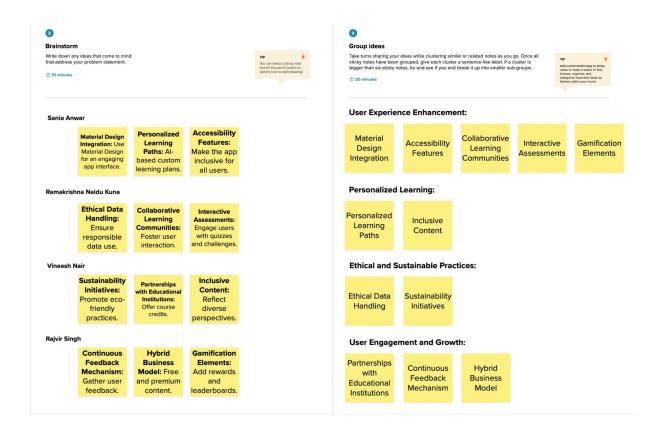
Team member : Vineesh Nair - 21BBS0214 Team member : Rajvir Singh - 21BBS0252

#### 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.



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



## **Step 3: Idea Prioritization**

