Ideation Phase
Brainstorm & Idea Prioritization Template

Date	5 October 2022
Team ID	Team-590920
Project Name	An Android app for keeping up with the news headlines
Maximum Marks	4 Marks

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕐 **10 minutes**

LAKSHAY

Dark Mode:
Offer a dark mode
option for users who
prefer to read news
at night or in low-
light conditions.

Offline News Archive:
Provide access to an
archive of past news
articles, making it easy
for users to research
and access historical
news.

ANKITA

News Quiz and Polls:
Add an interactive
element to your app by
including news quizzes
and polls to engage
users and test their
knowledge.

Multilingual Support:
Make your app
accessible to a global
audience by offering
news in multiple
languages.

RAMAN

Bookmark and Save:
Implement a feature
that enables users to
bookmark articles and
save them for later
reading or reference.

Offline Reading:
Allow users to download
news articles for offline
reading. This is especially
useful for users who travel
frequently or have limited
data access.

MANISH

News Summaries:
Offer concise
summaries of news
articles for users who
want a quick overview
of the day's top
stories.

Personalized News Feed:
Create a news app that
allows users to personalize
their news feed based on
their interests. Users can
select topics, keywords, or
sources they are interested
in, and the app will curate
headlines accordingly.

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 and 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.

1. Offline news archive and reading

2. Personalize news feed with bookmark and save feature

3. Offer summarized news and dark mode

4. Multilingual support
5. News quiz and polls

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Multilingual Support: Make your app accessible to a global audience by offering news in multiple languages.

News Summaries: Offer concise summaries of news articles for users who want a quick overview of the day's top stories.

Offline News Archive: Provide access to an archive of past news articles, making it easy for users to research and access historical news.

Offline Reading: Allow users to download news articles for offline reading. This is especially useful for users who travel frequently or have limited data access.

Bookmark and Save: Implement a feature that enables users to bookmark articles and save them for later reading or reference.

Personalized News Feed: Create a news app that allows users to personalize their news feed based on their interests. Users can select topics, keywords, or sources they are interested in, and the app will curate headlines accordingly.

Dark Mode: Offer a dark mode option for users who prefer to read news at night or in low-light conditions.

News Quiz and Polls: Add an interactive element to your app by including news quizzes and polls to engage users and test their knowledge.