

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	11 October 2023
Team ID	590884
Project Name	An Android Application for Keeping Up with the Latest Headlines
Maximum Marks	4 Marks

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/empathy-map-canvas>

Link: [Click here to view our brainstorming](#)

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

Template



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

Develop an Android application that simplifies the process of accessing the latest news while eliminating the challenges of information overload and privacy concerns, providing a seamless and reliable user experience.

🕒 5 minutes

Process

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

👂 Order 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!

Gautam

Enable dark mode for nighttime readers

Generate news from trustworthy sources

Enable users to create profiles and save their favorites and preferences

Archita

Premium, ad-free subscription option while maintaining a free version with ads.

Optimize the app for speed & data efficiency.

Cross-Platform Integration: seamless transition between the app and a web platform.

Vaishnavi

Let users save articles for later

Encourage user conversations through comments

Share articles with friends effortlessly

Hareeth

Create a user-friendly and intuitive interface for easy navigation and news consumption.

Implement an algorithm to detect potential bias in news articles.

Implement gamification elements like badges, rewards, or quizzes to engage users.

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 map.

UI and Features

Enable dark mode for nighttime readers

Let users save articles for later

Encourage user conversations through comments

Create a user-friendly and intuitive interface for easy navigation and news consumption.

Personalization and Engagement

Enable users to create profiles and save their favorites and preferences

Share articles with friends effortlessly

Implement gamification elements like badges, rewards, or quizzes to engage users

Content Quality

Generate news from trustworthy sources

Implement an algorithm to detect potential bias in news articles.

Performance

Optimize the app for speed & data efficiency.

Cross-Platform Integration: seamless transition between the app and a web platform.

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.

