

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	11 October 2023
Team ID	Team-590882
Project Name	ChatConnect- A Real-Time Chat And Communication App
Maximum Marks	4 Marks


#### Brainstorm & Idea Prioritization Template (ChatConnect):

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.

#### Team Gathering, Collaboration and Select 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 members

➔

**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

A

**Team gathering**

OUR TEAM CONTAINS 2 MEMBERS, EACH MEMBER IS PARTICIPATING.

B

**Set the goal**

TO BUILD A SIMPLE AND SECURE CHATTING APP

C

**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

PROBLEM

How might we create a minimalist and secure text messaging app in era of feature heavy and privacy-concerned messaging applications?

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

## Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

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

10 minutes

**Person 1**

- LOGIN THROUGH EMAIL
- PROFILE PIC OPTION
- ONLINE STATUS (AVAILABLE OR NOT)
- ARCHIVE CHATS
- MESSAGE SEARCH FEATURE
- MESSAGE DELETION OPTION
- VOICE MESSAGES
- PROFILE DETAILS EDIT OPTION

**Person 2**

- USE MOBILE NO AND OTP FOR SIGNUP AND SIGN IN
- ENABLED CAMERA TO SEND PICS
- SEARCH USER PROFILE
- FEATURE TO WRITE ABOUT YOURSELF FOR OTHERS TO SEE
- BLOCK THE PROFILE FEATURE
- FEATURE TO POST STORY
- CALL FEATURE

**TIP**  
You can select a sticky note and hit the arrow button to search icon to start drawing.

### 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**  
Start collaboration map by giving notes to make it easier to find, remove, organize, and integrate individual ideas as themes evolve over time.

**Sign up and Login**

- USE MOBILE NO AND OTP FOR SIGNUP AND SIGN IN
- LOGIN THROUGH EMAIL

**profile features**

- PROFILE DETAILS EDIT OPTION
- PROFILE PIC OPTION
- FEATURE TO WRITE ABOUT YOURSELF FOR OTHERS TO SEE

**Chatting features**

- ONLINE STATUS (AVAILABLE OR NOT)
- ARCHIVE CHATS
- MESSAGE SEARCH FEATURE
- VOICE MESSAGES
- MESSAGE DELETION OPTION

**Additional features**

- ENABLED CAMERA TO SEND PICS
- SEARCH USER PROFILE
- FEATURE TO POST STORY
- CALL FEATURE
- BLOCK THE PROFILE FEATURE

## 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.

**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.)