

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	10 October 2023
Team ID	Team-591110. (Kallol Dutta, Abhiman Singh)
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>


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



### 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

A

**Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

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

How might we improve the user experience and functionality of our news app, which currently displays a list of news articles with titles, images, and brief descriptions, and uses Jetpack Compose and Retrofit?

🕒 5 minutes

PROBLEM

How might we improve the user experience and engagement with our news app?

PROBLEM


How might we make it easier for users to find articles that match their interests and preferences?

PROBLEM

How might we keep users informed with timely and relevant news updates?

PROBLEM

How might we enhance the app's value by providing more convenient features for users?



#### 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

### 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 icon to start drawing!

**Person 1**

- Implement a personalized news feed based on user interests and reading habits.
- Add a dark mode for improved readability, especially in low-light environments.
- Integrate a voice assistant for hands-free news article reading.
- Develop a feature that allows users to highlight and annotate articles.
- Provide a comment section for users to discuss articles and engage in conversations.

**Person 2**

- Implement push notifications for breaking news updates.
- Include a daily news digest feature for a quick summary of top stories.
- Create a "Save for Later" option to allow users to bookmark articles.
- Introduce a search bar for users to find articles on specific topics.
- Incorporate a shareable news playlist, where users can curate and share their article collections.

### 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 mural.

**Personalization and Engagement:**

- Implement a personalized news feed.
- Develop a "Save for Later" option.
- Create a "Save for Later" option to allow users to bookmark articles.
- Introduce a search bar.
- Incorporate a shareable news playlist.

**User Experience and Accessibility:**

- Add a dark mode.
- Allow users to highlight and annotate articles.
- Implement push notifications.
- Provide a comment section.
- Include a daily news digest feature.

## 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?

**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.

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