Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 19 September 2022 |
| Team ID |  |
| Project Name |  |
| Maximum Marks | 10 Marks |

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

Project Title: Android Application for Keeping Up with the Latest Headlines

Objective: Develop a user-friendly Android application that provides users with up-to-date news headlines from various sources, allowing them to stay informed about current events and topics of interest.

Brainstorming Ideas:

1. User Interface and Design:

- Create an intuitive and visually appealing user interface.

- Implement a dark mode for improved user experience.

- Provide customizable themes for personalization.

2. News Sources and Categories:

- Include a wide range of reputable news sources.

- Categorize news into topics such as politics, technology, sports, entertainment, etc.

- Allow users to select and prioritize their preferred sources and categories.

3. Notification System:

- Enable push notifications for breaking news.

- Allow users to set notification preferences (frequency, specific categories).

- Implement a "Do Not Disturb" mode.

4. Search Functionality:

- Add a search bar for users to find news on specific topics.

- Implement autocomplete for search suggestions.

- Allow users to save and bookmark their favorite articles.

5. Offline Reading:

- Enable the option to download articles for offline reading.

- Implement a reading list for saved articles.

- Optimize offline content for faster loading.

6. Social Sharing:

- Incorporate social media sharing for articles.

- Integrate popular platforms like Facebook, Twitter, and WhatsApp.

- Track and analyse user engagement with shared articles.

7. Personalization and User Profiles:

- Allow users to create profiles.

- Implement personalized news recommendations.

- Provide user-specific reading history and preferences.

8. Audio and Video Content:

- Include multimedia content, such as video and podcasts.

- Implement audio playback for news articles.

- Support video streaming and casting to other devices.

9. Accessibility Features:

- Ensure the application is accessible to users with disabilities.

- Provide features like text-to-speech and voice commands.

- Consider inclusive design principles.

Idea Prioritization Criteria:

For each idea generated, consider the following criteria when prioritizing:

- Impact: How much value will this feature bring to users?

- Feasibility: Is it technically possible and within the project's scope?

- Resource Requirement: What level of resources (time, money, manpower) does it demand?

- Competitive Advantage: Will this feature set the app apart from competitors?

- User Demand: Is there a demonstrated need or desire for this feature?

- Innovation: Does the idea bring something new and exciting to the app?

- Revenue Potential: Can this feature generate income (e.g., through ads, subscriptions, or in-app purchases)?

Idea Prioritization and Selection:

1. Assign a score (1-5) to each criterion for each idea.

2. Calculate the weighted score for each idea by multiplying the scores by predefined weights.

3. Sum the weighted scores for each idea to determine the overall priority.