

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	Team-591103
Project Name	NewsFresh
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.

Team Members:

Team Leader: Varun Sapra 21BCE10224


Team member: Aditya Zaveri 21BCE10323

Team member: Aditya Harsh 21BCE10346

Team member: Shwetambara Sahay 21BCE10591

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

Problem Statement: Aim is to design an app named “NewsFresh” that aims to provide fresh news straight to the user’s fingertips.



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
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 [your problem statement]?

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.

Step-2: Brainstorm, Idea Listing and Grouping


Template



Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

⌚ 15 minutes to prepare
⌚ 30-60 minutes to collaborate
👤 3-8 people recommended

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➡

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.

⌚ 15 minutes

1

Choose your best "How Might We" Questions

Create 5 HMW statements before the activity to propose them to the team.

2

Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. Encourage wild ideas (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. Defer judgement (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. Build on the ideas of others ("I want to build on that idea" or the use of "yes, and...")
4. Stay focused on the topic at hand
5. Have one conversation at a time
6. Be visual (Draw and/or upload to show ideas, whenever possible.)
7. Go for quantity

3

Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

[Open the website](#) ➡

1

Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

⌚ 10 minutes

QUESTION

How might we solve the problem of users who are not getting correct daily news?

QUESTION

How might we make the news available to users as quickly as possible?

QUESTION

How might we make sure that we don't compromise on the quality of the news?

QUESTION

How might we ensure that our news is unbiased?

2

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

⌚ 10 minutes

Varun Sapra

News App Integration

Get a good news app that provides correct information

provide a search feature

so users can search for specific news

Provide a responsive app

with latest news everytime the users opens the app

Aditya Harsh

App provides an option to save articles

There are dark mode and light mode for the app

Different tabs to show different news genres

Shwetambara

Include a section

dedicated to local news stories and events.

Allow users to share articles

on various social media platforms.

Send customized alerts

for breaking news or topics of interest.

Aditya Zaveri

App provides reliable and fact checked information

App provides relevant content based on location and user preference

App provides a way for users to flag or report news that they might believe to be false.

Step-3: Idea Prioritization

3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

🕒 15 minutes

TIP

You can use the **Voting session** tool above to focus on the strongest ideas.

DESIGN FEATURES

There are dark mode and light mode for the app

Include a section dedicated to local news stories and events.

Different tabs to show different news genres

App provides a way for users to flag or report news that they might believe to be false.

OPERATIONAL FEATURES

News Api Integration
Get a good news api that provides correct information

App provides an option to save articles

provide a search feature so users can search for specific news

Allow users to provide feedback on articles and the app itself to improve the user experience.

App provides adaptive content based on location and user preference

Provide a responsive app with latest news everytime the users opens the app

App provides reliable and fact checked information

Allow users to share articles on various social media platforms.