Ideation Phase

Brainstorm & Idea Prioritization Template

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

- Team Members

Team Leader : Arya Suhas Kharote

Team member : Tk Prem Chand

Team member : sai teja reddy Muga

Team member : Mathuku Balaji Reddy

- Problem Statement

  - "Our problem statement is to provide users with a reliable and engaging platform to access current news and stay informed."

Step-2: Brainstorm, Idea Listing, and Grouping

 Brainstorming Session:

Encourage team members to come up with creative solutions and ideas for the daily news app.

-Idea Listing: Record all the ideas generated during the brainstorming session. You can use sticky notes, a digital whiteboard, or any other preferred method.

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  1. Personalized news feeds based on user preferences.

  2. Real-time push notifications for breaking news.

  3. Integration of video news segments.

4. User-generated content and comments.

5. Gamification for user engagement.

6. Fact-checking and source verification.

7. Offline reading mode.

8. Multilingual support.

9. Social media sharing features.

10. Daily email newsletters.

Idea Grouping: Group similar ideas together to identify common themes or approaches.

- Personalization Features

- User Engagement Features

- Content Quality and Verification

- Accessibility and Multilingual Support

Step-3: Idea Prioritization

-Prioritization Criteria

- Feasibility

- User Impact

- Alignment with App's Goals

Idea Scoring

1. Personalized news feeds - Feasibility: 4, User Impact: 5, Alignment: 5

2. Real-time push notifications - Feasibility: 4, User Impact: 4, Alignment: 4

3. Integration of video news - Feasibility: 3, User Impact: 4, Alignment: 4

4. User-generated content and comments - Feasibility: 4, User Impact: 4, Alignment: 4

5. Gamification for user engagement - Feasibility: 3, User Impact: 3, Alignment: 4

6. Fact-checking and source verification - Feasibility: 4, User Impact: 5, Alignment: 5

7. Offline reading mode - Feasibility: 4, User Impact: 4, Alignment: 4

8. Multilingual support - Feasibility: 4, User Impact: 5, Alignment: 4

9. Social media sharing features - Feasibility: 4, User Impact: 4, Alignment: 5

10. Daily email newsletters - Feasibility: 3, User Impact: 3, Alignment: 4

- Top Ideas: Identify the top ideas that score the highest based on the prioritization criteria.

  - Personalized news feeds

  - Fact-checking and source verification

  - Multilingual support

  - Social media sharing features

Action Plan

  - Assign responsibility for development and testing of personalized news feeds to [Team Member]

  - Establish a fact-checking and verification team with regular updates on content accuracy.

  - Begin development of multilingual support, targeting languages.

  - Implement social media sharing features within timeline.