Ideation Phase
Brainstorm & Idea Prioritization Template
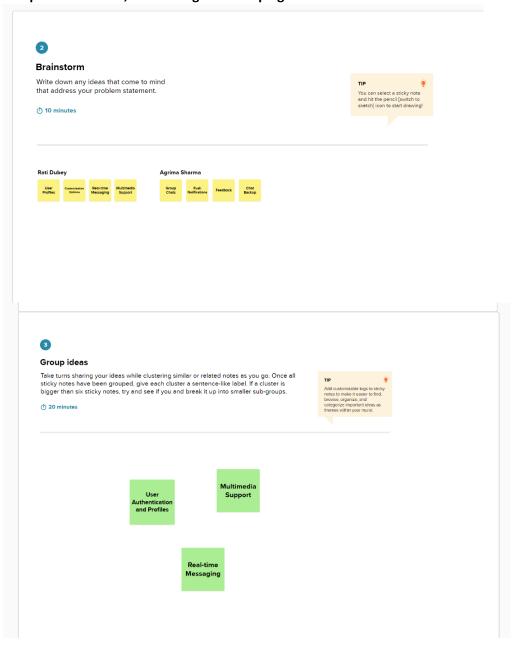
Date	20 September 2023
Team ID	591101
Project Name	Chat App - Spill The Tea
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕐 10 minutes

Rati Dubey

| User Profiles | Customization Options | Real-time Messaging | Multimedia Support |

Agrima Sharma

| Group Chats | Push Notifications | Feedback | Chat Backup |

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 and break it up into smaller sub-groups.

🕐 20 minutes

| User Authentication and Profiles | Multimedia Support |

| Real-time Messaging |

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**

+

Chat Backup

Multimedia Support

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Real-time Messaging

User Authentication and Profiles

−

− **Feasibility** **+**

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