

**Cryptoverse: A Cryptocurrency Dashboard**  
**Ideation Phase**  
**Brainstorm & Idea Prioritization**

Date	10 march 2025
Team ID	SWTID1741158432151087
Project Name	Cryptoverse
Maximum Marks	4 Marks
Team Leader	A. Muthu Rafina
Team Member 1	L. Leelavathi
Team Member 2	S. Lekha
Team Member 3	C. Madhumitha
Team Member 4	S. Malini

**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/brainstorm-and-idea-prioritization>

**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](#) →

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### 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 an 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

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### 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 [switch to sketch] icon to start drawing!

Person 1

Display real-time cryptocurrency prices, trends, and charts using third-party APIs.

Person 2

Allow users to add and track their crypto holdings with historical performance visualization.

Person 3

Enable users to convert between different cryptocurrencies and fiat currencies.

Person 4

Fetch and display crypto-related news updates to help users make informed decisions.

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## 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.

Real-Time  
Data &  
Analytics

User Portfolio  
Management

Market  
Insights &  
News

## Step-3: Idea Prioritization

4

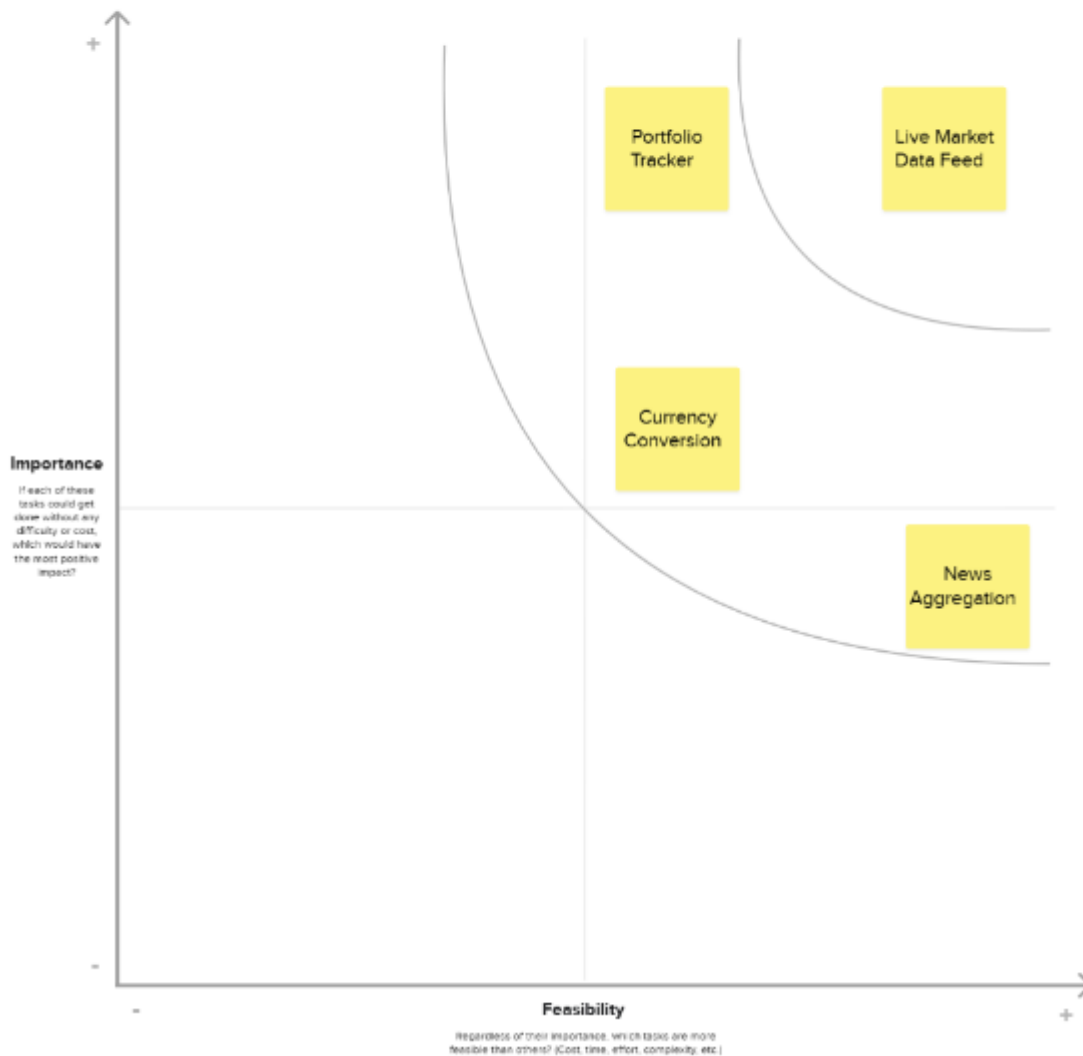
## Prioritize

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

### 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.



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## Ideation Phase

### Define the Problem Statements

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#### Customer Problem Statement Template:

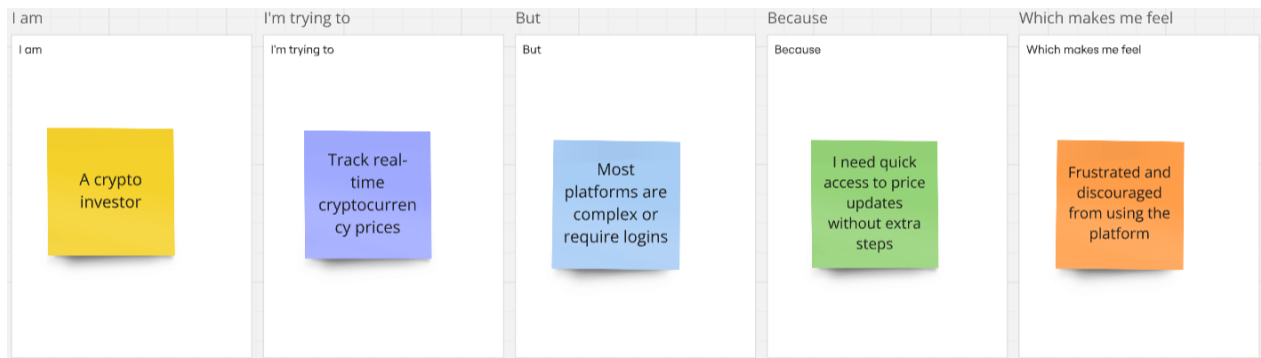
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
<b>PS-1</b>	A crypto investor	Track real-time cryptocurrency prices	Most platforms are complex or require logins	I need quick access to price updates without extra steps	Frustrated and discouraged from using the platform
<b>PS-2</b>	A beginner in crypto	Understand market trends easily	The available dashboards are too technical	I need a simple, visually appealing interface to analyze data	Overwhelmed and unsure about making decisions
<b>PS-3</b>	A day trader	Monitor price fluctuations and make quick decisions	The API data is slow or not updating in real-time	I need instant updates to react to market changes quickly	Anxious and unable to trade efficiently
<b>PS-4</b>	A user tracking multiple coins	Compare different cryptocurrencies in one place	Most platforms focus on a few major coins	I want a customizable dashboard that lets me track my preferred assets	Limited and forced to use multiple apps

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## Ideation Phase

### Empathize & Discover

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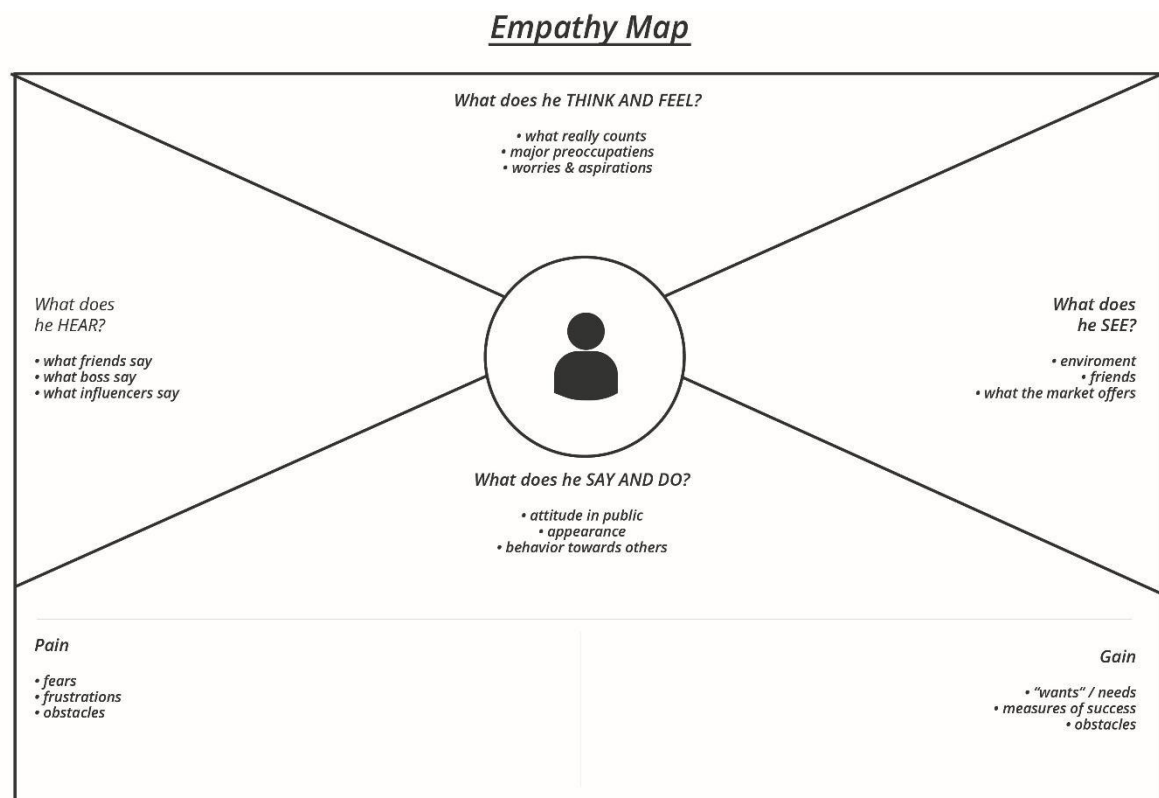
### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

