

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	
Project Name	Personal Expense Tracker
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.

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

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

Template



## 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

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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.

🕒 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

**App to maintain the Users expense and show graphical representation of their expenses and alert system**



### Key rules of brainstorming

To run a 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!

#### Arul Murugavel

Implement the review and feedback	Error id	Security
Spill Review Report on tables	Labels for categories	Good feedback
Users notified on table error	Send message to the user's feed	

#### Kamaleshwaran

File Exports	Download categories	SQL database audit
Database structure	Alert for each SQL op	Insert a new record into database
Metadata	Block all non-secure	Good color

#### Rahul Karthik

Can a user view any device	2FA	
Integrate with the subject categories	Keywords highlight	Display category alert
Project overview	Email verification	Duplicate Record

#### Tamil Selvan

Registration	Mobile app	Post id
Characteristics	Database integration	allow viewing all all categories
Access to database	Integrate with the subject categories	Customize permissions for each category

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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 and break it up into smaller sub-groups.

20 minutes

#### Security

Real verification	Password reset	New user verification
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#### Feature

File attachment	Translation report	Search of user requests
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#### Performance

Good UI	New colors	Optimize database function
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#### TIP

Add customer's tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

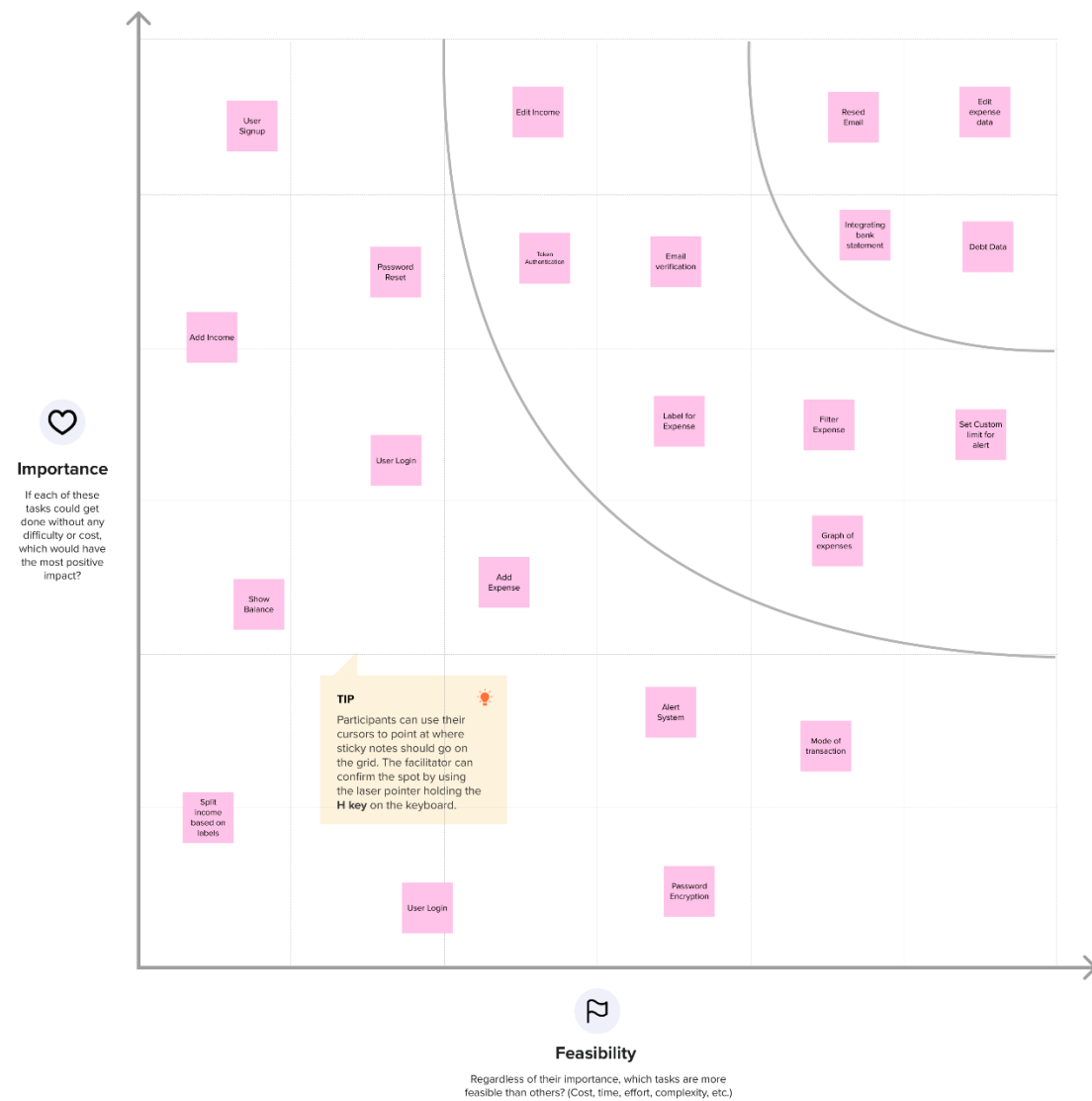
## Step-3: Idea Prioritization

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### 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



### Full Sketch: