

Ideation Phase


Brainstorm & Idea Prioritization Template

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|---------------|--------------------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID14648 |
| Project Name | Personal Expense Tracker Application |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization:

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 (remote and in-person)

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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

- Team gathering**
Define who should participate in the session and send an invite. Share shared information as pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on during the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Guidelines to run a happy and productive session.

[Open outline](#) [✕](#)

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 an effective and productive session:

- ⌚ Stay on topic
- 💡 Encourage wild ideas
- 🗣️ Defer judgments
- 👂 Listen to others
- 🗣️ Get the volume
- 🔄 If possible, be visual



Next steps suggested

See a facilitator video at this template on when you work.

[Next example](#) [✕](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

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!

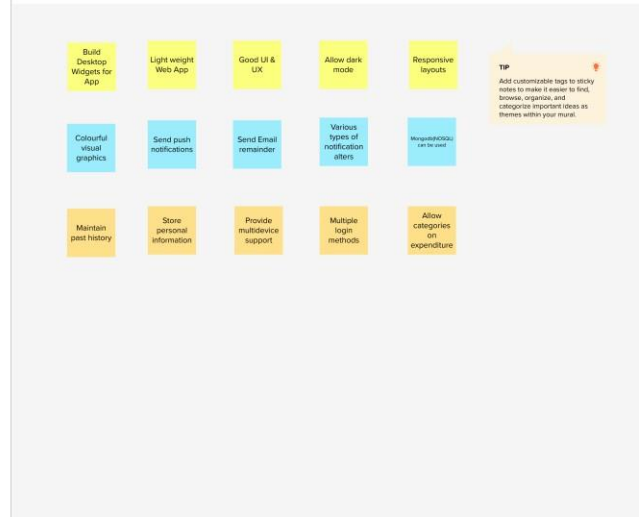


3

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 can break it up into smaller sub-groups.

⌚ 20 minutes



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

