Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID03110
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

It is an free and open environment which encourages team members to easily collaborate the ideas in an open discussion that ultimately leads to problem solving.

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

Share template feedback

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

The main focus of this problem statement is
1. Track expenses in an easy and effective way
2. Remind the user about their spending whenever the user is out of limit
3. Reduce the risk of overspending by setting a monthly target

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!

Person 1
Notifications on certain time limit about the expenses

Person 2
reduce the spendings by providing AI inside the application

Person 3
Need a personal assistant to assit the user on expense maintance

Person 4
The expenses need to be auto-updated and also to fetch with bank account

Person 5
Need of a minimal User Interface that would be comfotable for all set of ages

Person 6
setting a limit and also a reminder when the expenses limit is crossed

Person 7
Give insights in terms of graphical representation for better understanding

Person 8
Web application instead of mobile apps

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.
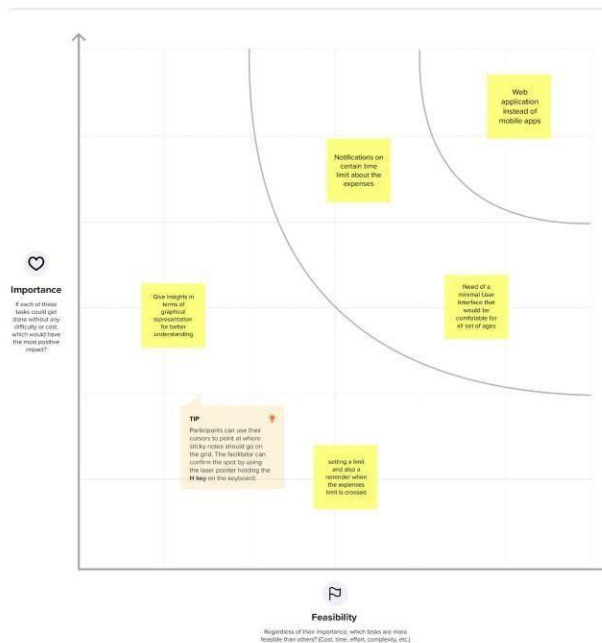
⏱ 20 minutes

Notifications on certain time limit about the expenses

Need of a minimal User Interface that would be comfotable for all set of ages

Give insights in terms of graphical representation for better understanding

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

setting a limit and also a reminder when the expenses limit is crossed

Web application instead of mobile apps

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

Web application instead of mobile apps

Notifications on certain time limit about the expenses

Importance

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

Give insights in terms of graphical representation for better understanding

Need of a minimal User Interface that would be comfotable for all set of ages

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.

setting a limit and also a reminder when the expenses limit is crossed

Feasibility

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

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback