

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID27307
Project Name	Personal Expense Tracker Application
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

[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

PROBLEM

The application doesn't make a precise and fast analytics of the user data.

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

2 Brainstorm

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

10 minutes

V. Swetha

- Avoid duplicate data entering.
- Scanning the bill.
- Generate expense time graph.
- Separate calculation for labels.

G. Subash

- Successful scheduled transaction.
- Notifying the user for every update.
- Display the history of every action.
- Avoid entering the scheduled transaction data manually.

M. Sanjay Aravindh

- Taking input from e-wallet message.
- Customize the budget limit.
- Separate label for savings.
- Email alert is generated when the budget reaches the limit.

P. Sakthi Sri

- Taking input from transaction messages.
- Use separate categories for budgets.
- Create precise budget plans.
- Auto-generated alerts.

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

```

graph LR
    subgraph Input
        I1[Scanning the bill.]
        I2[Taking input from transaction messages.]
        I3[Taking input from e-wallet message.]
    end
    subgraph Budget
        B1[Avoid duplicate data entering.]
        B2[Customize the budget limit.]
        B3[Create precise budget plans.]
        B4[Avoid entering the scheduled transaction data manually.]
    end
    subgraph Alert
        A1[Display the history of every action.]
        A2[Email alert is generated when the budget reaches the limit.]
        A3[Notifying the user for every update.]
        A4[Auto-generated alerts.]
    end
    subgraph Labels
        L1[Separate calculation for labels.]
        L2[Separate label for savings.]
        L3[Use separate categories for budgets.]
    end
    
```

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

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

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

TIP
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer tooling the H key on the keyboard.

5 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

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)