

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID23325
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



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.

🕒 15 minutes

A

Choose your best "How Might We" Questions

Create 5 HMW statements before the activity to propose them to the team.

B

Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

C

Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

[Open the website →](#)

1

Define your problem statement

Most of the people cannot track their expenses and income one way they face the money crisis and depression. This situation motivates us to make an web app to track all financial activities.

🕒 10 minutes

QUESTION
How might we create a registration form?

QUESTION
How might we create a user interface?

QUESTION
How might we use the cloud services to connect backend and front end?

QUESTION
How might we retrieve data from backend?

QUESTION
How might we complete the project within time?

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Step-2: Brainstorm, Idea Listing and Grouping

3

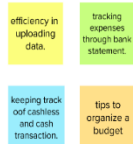
Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

TIP
You can use the **Voting session** tool above to focus on the strongest ideas.

15 minutes

BUDGET TRACKING



EXPENDITURE



Web application and goal



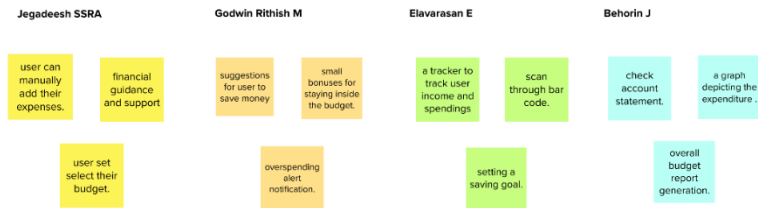
Step-3: Idea Prioritization

2

Brainstorm

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

 10 minutes



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

