


Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID04668
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

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.

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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

Personal Expense Tracker

Explanation

Expenses need to be managed in an efficient way that should control spending and increase the saving capabilities

The main focus of this problem statement is

- Track expenses in an easy and effective way**
- Remind the user about their spending whenever the user is out of limit**
- 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

Create a web application that can track the expenses with a clean UI design

Person 2

Send notifications about their monthly & weekly spending with insights

Person 3

Set a spending alert for month or week based on the user

Person 4

Use AI or ML Algorithms to give insights on how to reduce the spendings

Person 5

Give insights in terms of charts for better understanding and split up of their spending

Person 6

Have a personal bot that manages their expenses

Person 7

Secure the web application using 2FA for more security

Person 8

Connect with bank accounts to auto-update their expenses

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

TIP

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

Create a web application that can track the expenses with a clean UI design

Send notifications about their monthly & weekly spending with insights

Set a spending alert for month or week based on the user

Secure the web application using 2FA for more security

Give insights in terms of charts for better understanding and split up of their spending

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

