

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID04644
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

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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

- 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

Make note of the expense daily in a note

Appoint an auditor to keep track

Make your budget fixed for a month

Use 50-30-20 rule

Person 2

Track your money card Monthly flow

use credit cards instead of debit cards

collect all your receipts and keep track of it

Make your family understand what your budget is

Person 3

Enable goal setting and reward for it

Check prepaid wallet's bank account balance

Pay using cash instead of digital transactions

Make account of the expense on the phone which the owner tracks it

Person 4

Compare income and expense

Use 30 day rule to buy products

Use new apps to link all your credit and track expense

Enable notification for limit of debit and track the expense

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Cards and Holdings

use credit cards instead of debit cards

Check prepaid wallet's bank account balance

Pay using cash instead of digital transactions

Family and Budget

Make your budget fixed for a month

Make your family understand what your budget is

TIP

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

Expense and track

Make note of the expense daily in a note

Send and screenshot Monthly flow

collect all your receipts and keep track of it

Make account of the expense on the phone which the owner tracks it

Compare income and expense

Apps and Notifications

Use new apps to link all your credit and track expense

Enable notification for limit of debit and track the expense

Rules

Use 50-30-20 rule

Use 30 day rule to buy products

Reward and external

Appoint an auditor to keep track

Enable goal setting and reward for it

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

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.

