

## Ideation Phase

Team ID	PNT2022TMID26352
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.

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



## Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

15 minutes to prepare  
 30-60 minutes to collaborate  
 3-8 people recommended

Created in partnership with  
 Meta Meta

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.

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 fitting 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](#) →

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#### Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm solo

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

#### Person 1

Creating easiest way of tracking	Finding the best way to implement	More minimal with the resources
Can be used by anyone	No age limits	useful for single person as well as for business
Giving thoughtful insights about expenses	Limited access from the user	Restricting and notifying the user for unwanted expense

#### Person 2

More security features	Avoiding unwanted checkin of websites	Providing security updates
Identifying the malwares and fix it	Sending email for verification	Encrypting information
Identifying possible ways for information leakage and fix	Securing valuable information given by users	Analyze usage of app

#### Person 3

Statistics of the expenses	sending weekly report	Identifying the particular expense reports
Deals with analytical procedures and gives exact reports	Giving full access to the users about the expense	Performance tracker
Adding the unwanted expense section	Determining the budget	Determining the reports according to budget

#### Person 4

Reminding the user or business	User can use this for any purpose	User can use this for their regular purpose
paying bills on time	Inc and dec according to budget	Remained through email if the expense is out of control
Easy adoption for add-on expenses	Setting up average limit	Limiting the expenses

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### 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.

🕒 15 minutes

#### TIP

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



## Step-3: Voting Section

4

### Decide your focus

Give each person two icons to vote which idea should your team focus on.

 5 minutes

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Person 1



Person 2



Person 3



Person 4



