

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

How might we track expenses and become financially sound?



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

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

🕒 10 minutes

LENIN

Keep track of all your daily transactions

Keep track of your money lent or borrowed

Provide visualizations about the expenses

Suggest you with the best investment options

MANOJ

Display the category in which most money is spent

Set periodic goals for saving money

Set reminders for monthly expenditure

Connect with banks

NITHYANANTHAM

Offers in popular categories

To view stock market

To read latest authenticated financial news

Alert when a threshold is reached

JAYASURIYA

Providing payment options

Creating groups to facilitate shared wallet

Keep track of EMI payments

Generate monthly transaction summary

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 and break it up into smaller sub-groups.

🕒 20 minutes

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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

