

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	20 September 2022
Team ID	PNT2022TMID02964
Project Name	Personal Expense Tracker

### 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

[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.

🕒 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.

[Open article](#) ➔

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

App to maintain the Users expense and show graphical representation of their expenses and alert system



#### Key rules of brainstorming

To run a smooth and productive session

➔ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing

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!

Nithish kumar S			Jeye venkatesh			Mathan sundar			Jegajeeth		
Total expense to the	Security	Alert balance	Filter expenses	Download statement	Edit expense	Login device	Daily balance alert	Forgot password	Responsive	Mobile app	Neat UI
Split incomes	Debit blocker	Loan limit	Remove expense	Manual cost	Transaction mode	Expense insights	Email verification	Expense storage	Customer response	Expense Storage	Balance limit



## Step-3: Grouping

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 and break it up into smaller sub-groups.

🕒 20 minutes

Security			Feature			Performance		
Debit verification	Payment alert	Two factor authentication	User authentication	Transaction alert	Security alert response	Fast UI	Low costs	Optimizing for reach (android)
			Expense Filter	Spending Review	Auto transfer of mls	Auto expense review		
			Alert for bank mls					

#### TIP

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

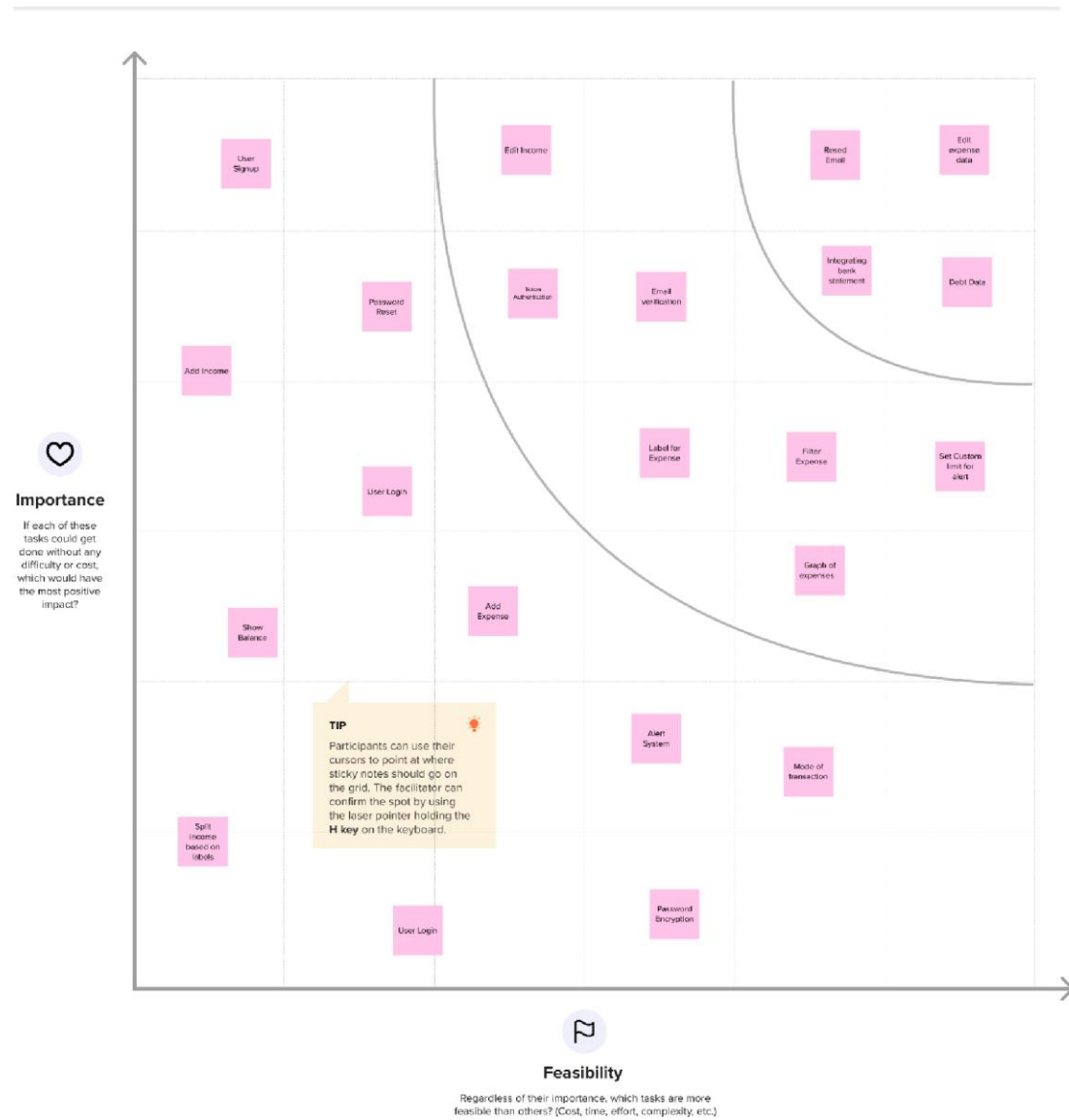
## Step-4: Idea Prioritization

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



## Full Sketch:

### Brainstorm & idea prioritization

Start with a clear problem statement. Brainstorm ideas, then prioritize them based on effort and impact. Use a 2x2 matrix to categorize ideas into 'Quick Wins', 'Major Projects', 'Minor Projects', and 'Strategic Initiatives'.

1. Brainstorm ideas  
2. Prioritize ideas

**Before you collaborate**

Define the problem statement. What is the problem? Why is it important? What are the goals? What are the constraints?

1. Define the problem statement  
2. Define the goals  
3. Define the constraints

**Define your problem statement**

What is the problem? Why is it important? What are the goals? What are the constraints?

1. Define the problem statement  
2. Define the goals  
3. Define the constraints

**Brainstorm**

Brainstorm ideas. Write down all ideas, no matter how small or silly. Then, prioritize them based on effort and impact.

Effort	Impact	Idea
Low	High	1. Simplify the process
Low	Low	2. Automate the process
High	High	3. Redesign the process
High	Low	4. Optimize the process

**Setup ideas**

Brainstorm ideas. Write down all ideas, no matter how small or silly. Then, prioritize them based on effort and impact.

Effort	Impact	Idea
Low	High	1. Simplify the process
Low	Low	2. Automate the process
High	High	3. Redesign the process
High	Low	4. Optimize the process

**Prioritize**

Brainstorm ideas. Write down all ideas, no matter how small or silly. Then, prioritize them based on effort and impact.

**After you collaborate**

Define the problem statement. What is the problem? Why is it important? What are the goals? What are the constraints?

1. Define the problem statement  
2. Define the goals  
3. Define the constraints