


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID35263
Project Name	Personal Expense Tracker Application
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

 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](#) →

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#### 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 use personal expense tracker?





#### 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.



#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

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

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### 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!

#### DHINAKARAN

Secure  
Access to  
data

Allow user  
to add daily  
expenses

Track  
expenses

Create  
reports

Prepare  
Graphical  
Charts on  
expenses  
made

Show date  
end time of  
transaction

Transaction  
history  
should be  
shown

Users are  
able to plan  
their budget

#### NAVEEN

Send  
reminder to  
add monthly/  
daily  
expenses

Update wallet  
balance  
based on  
expenses

Send email  
alert on  
exceeding  
expenses

Make easy  
UI view of  
expenses  
made

Detailed  
report at end  
of each  
month

Notify about  
monthly bill  
payments

Create  
expense  
categories for  
better  
experience

Give useful  
insights  
about  
financial  
management

#### SAKTHI KUMAR

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### 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

Secure  
Access to  
data

Notify about  
monthly bill  
payments

Track  
expenses

Send email  
alert on  
exceeding  
expenses

Detailed  
report at  
end of each  
month

Create  
reports

#### TIP

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

### Step-3: Idea Prioritization

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#### 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

