

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 September 2022
Team ID	PNT2022TMID15814
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorm:

Brainstorming will help to develop new ideas, improve creative thinking and solve problems. It will withhold criticism and welcome all sorts of ideas within the team. While discussing this ideation process, it will encourage all club ideas to work with existing ideas, which will help to develop a high level of creative solutions.

- It is often a standalone meeting based on a singular objective.
- used to generate new ideas.
- Good uses of a brainstorm include:
 - Improving internal processes
 - Creating innovative campaigns
 - Naming exercises
- It is often unstructured, with takeaways delineated at the end of the meeting.
- They often include homogenous teams.
- Time required: 1-2 hours.


Ideation:

Use this template in your own ideation sessions so your team can use their imagination and start shaping concepts even if you're not sitting in the same room. Ideation often includes combining multiple ideas to create a new process or way of doing something.

- The third step in the design-thinking process is informed by gathered insights and defines challenges to solve.
- It is used to generate ideas and explore what surrounds those ideas, as well as assess themes and evaluate ideas.
- Good uses of an ideation session include
 - Developing new product and service directions
 - Exploring new business strategies and revenue streams
 - Finding new business angles
- highly structured with pre-work and post-session refinement.
- It also includes diverse perspectives and internal and external resources.




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



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


This project will help users track their daily expenses through this application. The expense tracker app connects with a user's bank account and/or credit card to track and categorise your experience and give you the best ideas for purchasing purposes. This will help users find the spending areas where you could make cuts. If we keep on track with our expenses, it will help to manage our overall finances. In some companies, they have their own systems to record their income and daily expenses, and it is a good habit for each person to record daily expenses and earnings. But due to lack of proper applications to suit the user's privacy, and lack of decision-making capacity, people are using traditional note-keeping methods to do so. Due to the lack of a complete tracking system, there will be a constant overload of daily entries of expenditure and total appraisal till the end of the month.


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.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

PRIYANKA S

Easy Accessible

High level protection

visualize the charges & cost

round the clock

network security

Allocation & Resource

Acknowledgment system

Fixed allowance

Fix the salary money limit

KALPANAKUMARI S

Finding and eliminating bad spending habits

User can lower their financial stress

Making sure that you pay yourself first

Developing good financial discipline

Savings for goals

Tracking Your Financial Progress

Maintain your focus on the currency difference.

Monitor either personal or business expenses.

Show some ideas to reduce cost

RAISA A

Preventing overspending

Figure out ways to cut back on your spending

Avoiding Debt

Reducing Impulse Spending

Notification alert for amount payment

JWT authentication

Reports such as doc and PDF cannot be generated

It's easy to work as it represents in diagrammatical view.

No need to use complicated excel sheet

SNEHA R S

Making sure you pay yourself first.

Plan for future large purchases

Maintaining Financial Control

Holding Yourself Accountable

Keeping Your Finances Organized

Reducing Your Financial Stress

Easy portable & Gives us Control

Insert additional source of income

Include a financial news update.

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

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

TIP
Add customisable tags for sticky notes to make it easier to find, organize, organize, and collapse important ideas as themes within your mind.

Individual Expertise

EASY ACCESSIBILITY

USING ANIMATIONS

PROFESSIONAL COLOUR SCHEMES

ATBOT/HELP DASHBOARD

Features

MULTIFACTOR AUTHENTICATION

USER FRIENDLY UI/UX

ENCRYPTION AND DECRYPTION

JWT TOKEN AUTHENTICATION APPROACH

Front & back end

HTML CSS

BOOTSTRAP JAVASCRIPT

FLASK

IBM DATABASE

IBM CLOUD

FAST API

Tracking idea/process

TRACKING TAXES FOR VARIOUS ASSETS

SALARY BASED TRACKING AND ANALYSIS

LOAN ANALYSIS AND GRAPHS

SALARY BASED TRACKING AND ANALYSIS

GRAPHICAL REPRESENTATION

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 ask their leaders to assist in placing sticky notes should go on the grid. This also allows you confirm the need of using the grid, without making the flag on the dashboard.

Importance

A scale of ideas that can be put into action and how difficult or easy it will be to implement them.

Feasibility

A scale of ideas that can be put into action and how difficult or easy it will be to implement them.

After you collaborate

You can export the model as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share a view link** to the model with collaborators to keep them in the loop about the outcomes of the session.
- Export the model** Export a copy of the model as a PNG or PDF to attach to emails, slides or reports in your office.

Keep moving forward

- Strategy blueprint** Summarize the components of a new idea or strategy. [Open the template](#)
- Customer experience journey map** Understand customer needs, behaviors, and attitudes for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template](#)

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