

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID25536
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.

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
- 2-5 people recommended

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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

Modern education does not focus on finance management. This is primarily due to lack of resources and the Indian value system on giving money to children. Failing to teach this valuable knowledge had left many Indians to recklessly spend their income and fall into vicious cycles of EMI and debt. Many of them are just a month's salary away from bankruptcy. This issue is tackled by providing a web application for where people can plan their monthly expenses into categories, set alerts and get visual insights from their spending pattern.

Key rules of brainstorming

To run a smooth and productive session

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



Need some inspiration?

Use a limited version of this template to brainstorm your next idea.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind from reading your push-out statements.

10 minutes

3 Group ideas

Take about a week for your ideas to fully develop, clarify or related notes as you go. Once all sticky notes have been grouped, give notes related to a common idea like a cluster or a group. If a sticky note is not related to a group, it is a cluster or a group.

20 minutes

Step-3: Idea Prioritization

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



After you collaborate

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

Quick add-ons

 Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

8 Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

- Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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