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

Need some inspiration?

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

Open example

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

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 patterns.

2 Brainstorm

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

10 minutes

Ramadevi R

- Build Desktop Widgets for App
- Colorful Visual Graphs
- Gamified reward system
- Add monthly estimated income and expenditure limits
- Fake Currency for childrens to learn with

Keerthana J

- Light Weight Web App
- Allow categories on expenditure
- Multiple Login Methods
- Provide multidevice support

Hariharan T

- Send Push Notification
- Store personal information
- Good UI/UX
- MongoDB (NoSQL) can be used

Trisha M

- Responsive Layout
- Export the stats as CSV
- Various type of notification alerts
- Send mail remainders

Jackharish E

- Maintain Past History
- Allow Dark Mode
- Implement ML algorithm to estimate the monthly spending
- IBM Database

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