

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID21096
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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.

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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

The main focus of this problem statement is

1. Track expenses in an easy and effective way
2. Remind the user about their spending whenever the user is out of limit
3. Reduce the risk of overspending by setting a monthly target

2

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!

Mithun Karthik			Vainav Prseth			Sugesh kumar			Prem Krishna		
Performance of overall team and business	Focusing the best way to deal with the customers	Make decisions with the resources	Analyze usage of HR	Developing projects and	Setting strategic priorities	Performance Index	Working weekly report	Estimating the budget	Accounting for the business	Make can can the big projects	Setting up the business
No age limit	Selected anyone from the team	Can be used by anyone	Providing security updates	Reduce the growing in team and business	Make actually business	Adding the customer service and the support	Using ML to reduce the support	Creation of the experience		Linking the experience	proving the business

3

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 can break it up into smaller sub-groups.

20 minutes

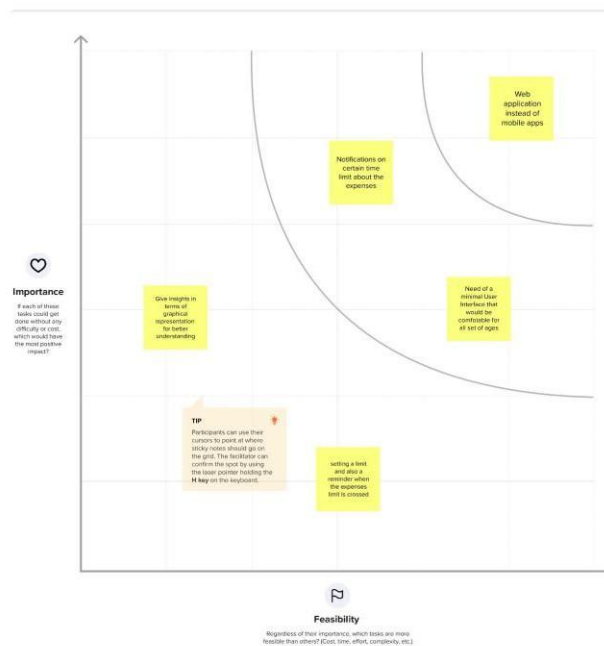
- **Increasing the size of the text**
- **Substituting an icon or just plain images**
- **Changing the background**
- **Using the color to the advantage**

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

4

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



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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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.
[Open the template →](#)

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