


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID15517
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Step-1: Team Gathering, Collaboration and Select the Problem Statement




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.


- 1. 10 minutes to prepare
- 2. Prepare to collaborate
- 3. 2-4 people recommended




[Show template features](#)



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


-  **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
-  **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
-  **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Problem statement

To understand the importance of financial management and make better decisions in the future and decreases the likelihood of falling into debt or financial stress. People in the earning sector need a way to cope up with their financial management and track their expenditure so that they can improve and monitor their spending habits. Help track manage their resources and make smart decisions for leading a better and successful life.


 10minutes

PROBLEM

How the budget help in maintaining the family?
Keep track and of allowances and limits ?

Make the user aware on how much they spend unnecessarily ?

Keep track of spending habits and limits and notify users.



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.

Step-2: Brainstorm, Idea Listing and Grouping

2



Brainstorm
Write down any ideas that come to mind that address your problem statement.
[10 minutes](#)

Harsini .S.R
Initiate a way to spend less
Monitor Expenses
Fix Budget based on user expenses
Security purpose
Single account for multiple members
Effective Management for future benefits

Keerthana.M
Multiple Essence in the app
Suuggest to reduce the expenditure
Secure
Collaborate any online transaction
Promote Savings
Managing expenses

Kaavya.S
Increases Savings
Financial Awareness
Notify to the user
can access easily
Round trip time Saving
Keep on tracking several transactions

Nisha.S
Seggregated section for each expense
Time saving
Control over finance
Supports financial goals
Better user experience
Alerts user

 → 

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](#)

Accessibility and Security
Can easily access
Manage notification securely and timely updates

Alerts
Notify to the user

Track
Keep a track on several expenses
Managing Expenses

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

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

