


Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|--|
| Date | 15 September 2022 |
| Team ID | PNT2022TMID15508 |
| Project Name | Project – Personal Expense Tracker Application |
| Maximum Marks | 4 Marks |

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

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➔

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

PROBLEM

How the user gets help in maintaining the budget ?

How the budget maintaining help the family ?

What are the different ways that we help the user to back track the expense ?

What are the different ways of investments ?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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

Jayadev J

Integrate the information in the app

Without buttons in the app

Expense not tracked and not in one spending

Utility Accessibility

Dhanesh B

Integrate the information in the app

Without buttons in the app

Expense not tracked and not in one spending

Utility Accessibility

Varun S

Integrate the information in the app

Without buttons in the app

Expense not tracked and not in one spending

Utility Accessibility

Seethi Kunalan K

Integrate the information in the app

Without buttons in the app

Expense not tracked and not in one spending

Utility Accessibility

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 can break it up into smaller sub-groups.

20 minutes

Integration

Integrate Any wallets like PayPal, Amazon

Can integrate with crypto hardware wallets

Link can be integrated

Alerts

Messages and notifications can be sent to the user

Awareness

Best ways to cut back on your spending

offer best link to cover expenses

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

