# 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

**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 →

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## Define your problem statement

Personal finance applications will ask users to add their expenses and based on their expenses wallet balance will be updated which will be visible to the user.  Also, users can get an analysis of their expenditure in graphical forms. They have an option to set a limit for the amount to be used for that particular month if the limit is exceeded the user will be notified with an email alert.

**PROBLEM**
How effective will the **Personal Expense Tracker Application** be?

### 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.

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## Brainstorm

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!

**Arunkumar**
- Following the expenses is troublesome
- I trust this application will fulfil my necessities
- Costs are more than the pay
- Helps you to stick on the financial plan

**Balasubrananiyan**
- Its easy to work on it as it represents our expenses in diagramatical view
- It shows you the pay-cost proportion
- Lock client and item audits
- Not ideal way to chop down the cost

**Arunkumar**
- Upgraded client interface and experience
- Accomplish your financial objective with the customized web app that perfectly fits
- Application that keeps the confidentiality of the information
- Forces you to think about money

**Gokulnath**
- Effectively uphold and change spending approaches
- Unable to generate reports like doc and PDF
- Better visualization
- Difficulty in following each day cost

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## 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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## 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



**Importance**
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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## 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.

**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.
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**Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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**Need some inspiration?**
See a finished version of this template to kickstart your work.
Open example →