

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 October 2022
Team ID	PNT2022TMID27454
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.

90 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.

40 minutes

➤

Team gathering

Define who should participate in the session and send an invite. Share relevant information to get everyone ready.

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Set the goal

Think about the problem you'll be focusing on exchanging ideas brainstorming session.

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Learn how to use the facilitation tools

Join the Facilitator Superpower to run a happy and productive session.

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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.

15 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

Step-2: Brainstorm, Idea Listing, and Grouping

1 Brainstorm

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

00 minutes

Person 1: Brainstorm on ideas that solve the problem.

Person 2: Brainstorm on ideas that solve the problem.

Person 3: Brainstorm on ideas that solve the problem.

Person 4: Brainstorm on ideas that solve the problem.

Person 5: Brainstorm on ideas that solve the problem.

Person 6: Brainstorm on ideas that solve the problem.

Person 7: Brainstorm on ideas that solve the problem.

Person 8: Brainstorm on ideas that solve the problem.

2 Group Ideas

Take turns sharing your ideas while clustering similar or related ideas 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.

00 minutes

Brainstorm on ideas that solve the problem.

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Brainstorm on ideas that solve the problem.

Step-3: Idea Prioritization

3 Prioritize

Now vote on what all be on the same page idea it's important. Moving forward, place your ideas on this grid to determine what ideas are important and which are feasible.

00 minutes

4 After you collaborate

You can expect the world as an image of all the ideas you've generated. It's a good idea to have a meeting with members of your company who might find it helpful.

Quick start ideas

- Share the story**
Share a story that is the most important to you. It's a good idea to have a meeting with members of your company who might find it helpful.
- Expand the story**
Expand on the story that is the most important to you. It's a good idea to have a meeting with members of your company who might find it helpful.

Keep working forward

- Brainstorm**
Brainstorm on ideas that solve the problem.
- Customer experience journey map**
Customer experience journey map.
- Strengths, weaknesses, opportunities & threats**
Strengths, weaknesses, opportunities & threats.

Share resource history