

Ideation Phase  
Brainstorm and Idea Prioritization Template

DATE : 20 OCTOBER 2022  
TEAM ID : PNT2022TMID19849  
PROJECT NAME : Personal Expense Tracker  
MAXIMUM MARKS : 4 Marks



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**  
There are some people who finds difficult to track their income and expenses



Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic. 💡 Encourage wild ideas.
- 🕒 Defer judgment. 👂 Listen to others.
- 🗣️ Go for volume. 👁️ If possible, be visual.

2

Brainstorm

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

🕒 10 minutes

KAVHYA C M

Ability to track the expenses

Its difficult to remember the digits

For application interactive we can use Python Flask

Employees can able to track their expense

MIRUDHULA MR

Good practice to document everyday charges

No Portability in older system

For storage purpose we can use IBM Cloud

People able to avoid unwanted expenses

LOGANAYAKI K

Because of unawareness there is no right software

Its difficult to maintain paper-based records

For help assistance we can IBM Watson

By using IBM Watson its makes great customer experience

GUHAN SARAVANAN & ABHISHEK G

people often gets regular salary

Its hard to update the payment details

For Local Database we can use IBM DB2

Business people can able to track their income

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

Technology

It helps us to move to automation and lifestyle towards modren era. It reduces the maual work process

Modern Analogy

It is cheap and available one. The software can work accordingly to their expenses

Changing in Lifestyle

It does the manual process in more efficient and accurate manner. It saves the lot of time and effort

TIP

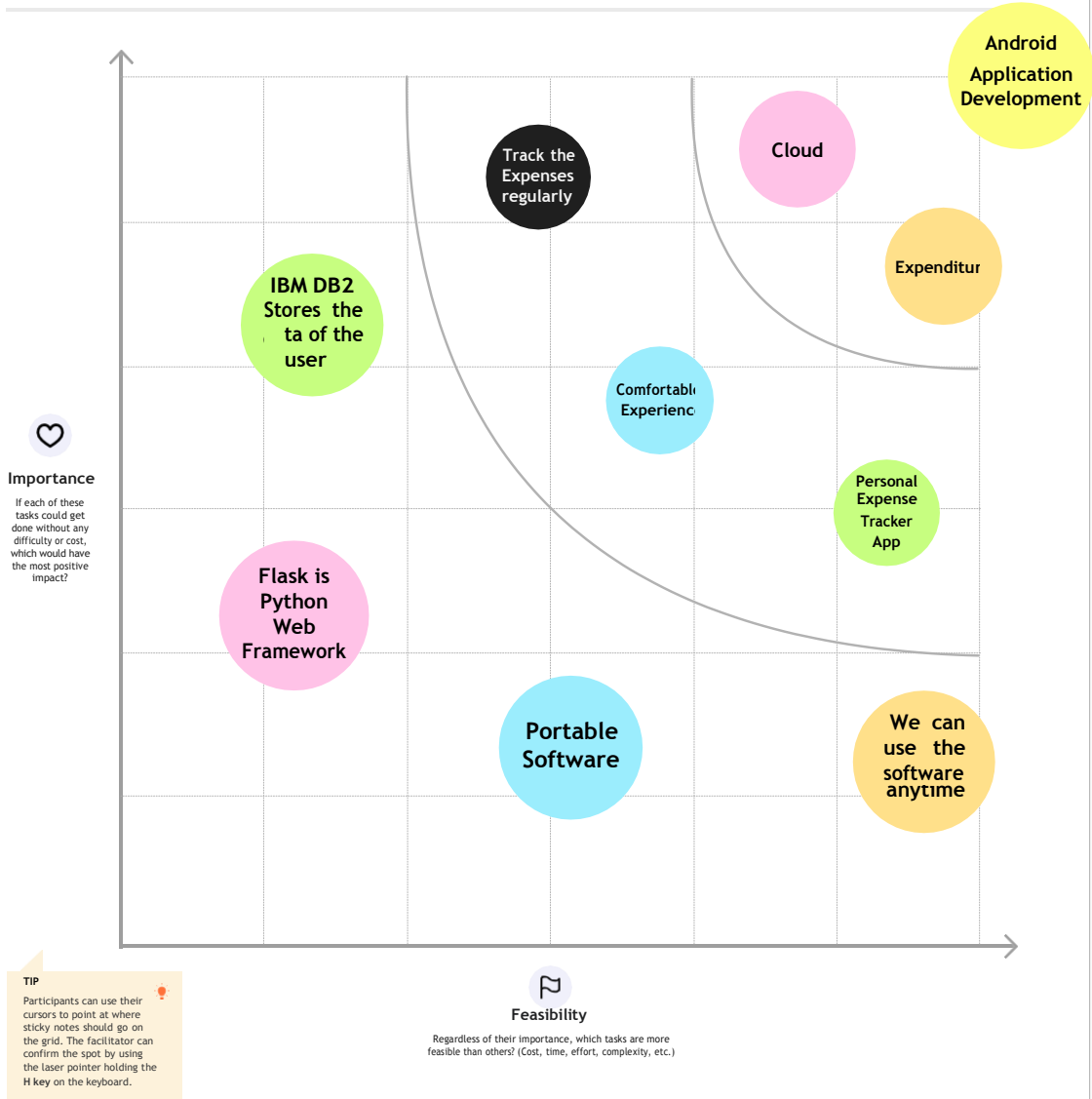
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4

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



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

- 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.

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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.

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