

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	10 October 2022
Team ID	Team-591001
Project Name	Money Matters, a personal finance management app
Maximum Marks	

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

**Brainstorm
& idea prioritization**

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

➔ 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**
All the team members will be participating and collaborating on this template.
- **Set the goal**
The goal is to acquire some ideas on the problem statement and then prioritize them.
- **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

Personal finance management app

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

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!

YASH

***Charitable Giving Tracker*:**
Develop an app that helps users track their charitable donations and provides information on tax deductions related to philanthropy.

***Expense Sharing for Travel*:**
Target travelers with an app that simplifies expense sharing during trips. Users can split costs for accommodations, meals, and transportation with fellow travelers.

NIKHIL

***Cryptocurrency Portfolio Tracker*:**
Create an app that allows users to track their cryptocurrency investments, view real-time prices, and receive alerts for price changes. Provide in-depth analysis tools for crypto enthusiasts.

***Investment Education and Learning App*:**
Offer an educational app that provides articles, videos, and interactive lessons on personal finance, investing, and money management. Users can expand their financial knowledge at their own pace.

DHARYA

***Tax Preparation Assistant*:**
Create an app to simplify tax preparation by providing tax calculators, filing deadlines, and guides on deductible expenses. Users can organize their financial documents and receive reminders for tax-related tasks.

***Savings and Goal Tracking*:**
Design an app that encourages users to save by allowing them to set specific financial goals (e.g., vacation, buying a home) and track their progress. Provide savings tips and reward achievements.

ROHIT

***Investment Portfolio Manager*:**
Build an app that enables users to track and manage their investment portfolios. It can provide real-time stock market data, performance analysis, and investment recommendations based on user goals and risk tolerance.

***Expense Tracker and Budgeting App*:**
Create an app that allows users to track their income and expenses, set budgets, and visualize their financial health through charts and graphs. Users can categorize expenses, set savings goals, and receive notifications for overspending.

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

TIP

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

1. Investment portfolio manager and education app
2. Expense , Savings and goal tracking
3. Charitable giving tracker
4. Tax preparation assistant
5. Cryptocurrency portfolio

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

