

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	19 September 2022
Team ID	PNT2022TMID020737
Project Name	PERSONAL EXPENSE TRACKER APPLICATION
Maximum Marks	4 Marks

**Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

## PROBLEM STATEMENT

A lot of us usually have only one bank account. This is where we receive our salaries/allowances and this is where we are trying to save for a new car, a rainy day or your dream house. It is often very hard to keep track of all our expenses. There are multiple apps out there that help us manage our money but they do not account for the cash we spend or do not really take into account that a particular amount that we've spent might be split between a bunch of us. So, when we look at our net expense, the figure is huge even though we spent less than that.

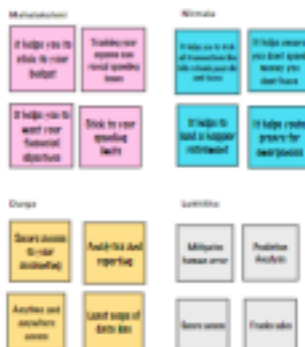


### Key rules of brainstorming

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



## Step-3: Idea Prioritization

Importance

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

