Ideation Phase
Brainstorm & Idea Prioritization Template

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Team ID	SWTID1744280958
Project Name	SpendSmart: Your Personal Finance Companion
Maximum Marks	4 Marks

2.3 Brainstorming

The brainstorming phase was crucial in shaping the foundation of the Expense Tracker Application. It involved several discussions, idea generation sessions, and analysis of user needs, with the goal of identifying core functionalities and designing a solution that effectively addresses the challenges individuals face in managing personal finances.

During this phase, we explored the following key questions:

- What are the most common difficulties people face in tracking their income and expenses?

- What kind of features would make the application user-friendly and efficient?

- How can we present financial data in a clear and visually appealing way?

- What technologies would be most suitable for building a modern, scalable, and secure application?

Based on our brainstorming sessions, we identified the need for the following features:

- User registration and login system to ensure data privacy and personalized access.

- Ability to **add, edit, and delete** income and expense entries.

- Categorization of transactions (e.g., food, transport, salary, bills).

- A **dashboard** that provides a visual overview of monthly spending and earnings.

- Real-time updates of financial records without reloading the page.

- Simple and clean UI design for effortless navigation.

We also discussed the **technical stack** and concluded that the MERN stack (MongoDB, Express.js, React.js, Node.js) would provide the best combination of flexibility, scalability, and performance for building this kind of full-stack application.

Overall, the brainstorming stage laid a clear roadmap for development by refining the vision of the application and establishing a well-defined set of goals.