Ideation Phase

Brainstorm & Idea Prioritization

Date	15 April 2025
Team ID	SWTID1743870329
Project Name	Personal Expense Tracker
Maximum Marks	2 Marks

Brainstorm & Idea Prioritization :

Brainstorming

During the initial stages of the project, we conducted a brainstorming session to identify key features, challenges, and pain points experienced by users when managing personal or business finances. The focus was on understanding user behavior, expectations, and problems with existing tools.

Key Ideas Generated:

- Simple and intuitive user interface for quick expense entry

- Categorization of expenses (e.g., food, transport, shopping, etc.)

- Monthly budget setup with alerts

- Visual representation of spending trends (charts/graphs)

- Secure login and data protection

- Expense report generation for different periods

- Multi-account support for business users

- Mobile-responsive design for use on-the-go

- Export data to Excel or PDF

- Notifications for exceeding budget limits

- Dark mode and theme customization

User Pain Points Identified:

- Forgetting to log expenses regularly

- No visual insight into spending habits

- Difficulty tracking shared or business-related expenses

- Security concerns while using financial apps

- Overwhelming interfaces in existing solutions

Idea Prioritization

We used the **MoSCoW prioritization technique** (Must-have, Should-have, Could-have, Won't-have) to determine which features should be implemented in the first version (MVP) and which could be added in later updates.

Feature	Priority	Reason
User authentication (login/register)	Must-have	Core security and user management
Add/Edit/Delete expenses	Must-have	Essential for tracking financial activity
Expense categorization	Must-have	Helps organize and analyze spending
Budget setup and alerts	Must-have	Prevents overspending

Visual reports (charts/graphs)	Must-have	Enhances understanding of patterns
Multi-account/project support	Must-have	Useful for business and power users
Export data (CSV/PDF)	Could-have	Adds flexibility for professional use
Dark mode/theme customization	Could-have	Improves user experience
AI suggestions for saving/spending habits	Won't-have	Future enhancement based on user data analytics
Integration with banks/wallets	Won't-have	Complex integration, planned for future updates

Outcome of Prioritization

By focusing on core functionalities first (MVP), we ensured that the app delivers **maximum value** with **minimum complexity**. Non-essential but value-adding features were documented for future releases based on user feedback and analytics.

This approach ensured that development remained user-centered, scalable, and aligned with real needs while avoiding feature bloat.