Ideation Phase
Brainstorm & Idea Prioritization
Template

Date	15 September 2022
Team ID	PNT2022TMID53316
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

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

Brainstorm & idea prioritization

Personal Expense Tracker

🕐 **10 minutes** to prepare
⧗ **1 hour** to collaborate
👤 **2-8 people** recommended

💬 Share template feedback

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.
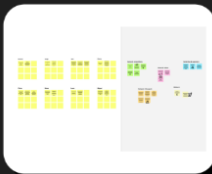
🕐 **5 minutes**

Problem

How might we help the users plan their budget?

How might we help the user's family to track each other spending

How might we help the users to track different kind of expenses?

How might we crosscheck the amount entered is correct or the buget is calculated correct?

how might we manually enter the amount???

Need some inspiration?
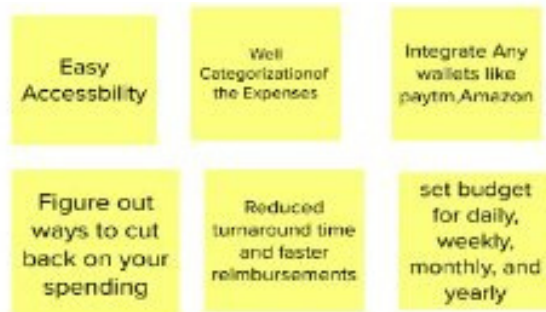See a finished version of this template to kickstart your work.

Open example →

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

🕐 10 minutes

Naveen & Balasubramaian

Can send message notification to the user	Can integrate with crypto hardware wallets	Recommendation of some Youtube channels in the dashboard about saving money.
Better UI and UX for users	Various themes in the app	Can integrate with UPI

Bebin

security	offer tips to lower expenses
monitor transcations	allocate budget based on each location

Dhivyaa

Easy Accessbility	Well Categorizationof the Expenses	Integrate Any wallets like paytm,Amazon
Figure out ways to cut back on your spending	Reduced turnaround time and faster reimbursements	set budget for daily, weekly, monthly, and yearly

Ashik

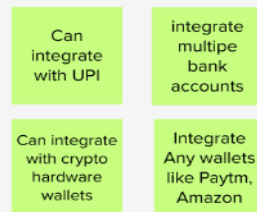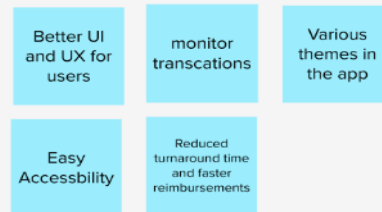|		
integrate multipe bank accounts	allow to enter manually	List the categories to categorize the spendings
One account for multiple users(especially when it comes to family)	Weekly/monthly reports(even comparision of different monthly spendings)	Customization of categories based on the user needs

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
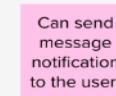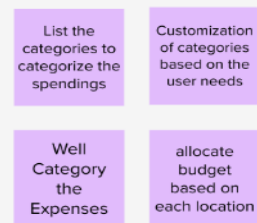
⏱ **20 minutes**

Integration

Can integrate with UPI	integrate multipe bank accounts
Can integrate with crypto hardware wallets	Integrate Any wallets like Paytm, Amazon

Experience

Better UI and UX for users	monitor transcations	Various themes in the app
Easy Accessbility	Reduced turnaround time and faster reimbursements	

Alerts

Can send message notification to the user

Categorization

List the categories to categorize the spendings	Customization of categories based on the user needs
Well Category the Expenses	allocate budget based on each location

Awareness

offer tips to lower expenses	Recommendation of some Youtube channels in the dashboard about saving money.
Figure out ways to cut back on your spending	allocate budget based on each location

Customization

set budget for daily, weekly, monthly, and yearly

Insights/Reports

Weekly/monthly reports(even comparision of different monthly spendings)

Others

allow to enter manually	security

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**

Importance

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

- integrate multipe bank accounts
- Can send message notification to the user
- Weekly/monthly reports(even comparision of different monthly spendings)
- Customization of categories based on the user needs
- set budget for daily, weekly, monthly, and yearly
- Can integrate with crypto hardware wallets
- allocate budget based on each location

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)