

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID02770
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

1

Define your problem statement

Money Management is a difficult task, it is difficult to keep track of the expenses and income on a daily basis and also it is hard to obtain insightful information about how money is flowing.



Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Obed Samuel

Navaneeth

Naveen

Nithin

Setting Savings Goal Every Month

Allows to set different Budget options according to income

Recommendations to save money based on their expenses

Proper Customer Support

Monthly expense analysis sent as a mail

Track Income and Savings

Can be connected with Bank Account

Monthly Reports are generated for the expenses

Finance Guidance from Experts

Alerts will be sent to the user when they have capped the budget

Advise user to invest in various stocks to increase their financial value

Allows Automated Paying for various online subscriptions

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

Expense Tracking

Goals and Accomplishment

Setting Goal Every Month

Allows to set different Budget options according to income

Acts as a financial Advisor

Give a better overview on Spending and earning money

Self awareness towards personal wealth

Helps to maintain expenses occurring at various platforms for multiple times

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

