# Ideation Phase
# Brainstorm & Idea Prioritization Template

| Date | 19 September 2022 |
|---|---|
| Team ID | PNT2022TMID20798 |
| 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

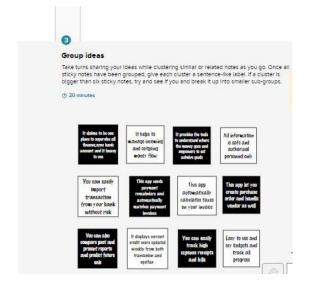**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

## 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 an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

**Step-2: Brainstorm, Idea Listing and Grouping**



**Mahalakshmi**

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|---|---|
| It helps you to stick to your budget | Tracking your expense can reveal spending issues |
| It helps you to meet your financial objectives | Stick to your spending limits |

**Nirmala**

| | |
|---|---|
| It helps you to track all transactions like bills refunds payrolls and taxes | It helps ensure you dont spend money you dont have |
| It helps to lead a happier retirement | It helps youto preare for emergencies |

**Durga**

| | |
|---|---|
| Secure access to your accounting | Analytics and reporting |
| Anytime and anywhere access | Least scope of data loss |

**Lokhitha**

| | |
|---|---|
| Mitigates human error | Predition Analysis |
| Secure access | Tracks sales |



**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 and break it up into smaller sub-groups.

⏱ 20 minutes

**Step-3: Idea Prioritization**

You can easily import transaction from your bank without risk

It helps to manage incoming and outgoing money flow

This app lets you to handle approvals reimbursements and other process as workflow

You can easily track high expense receipts and bills

This app automatically calculates taxes on your invoice

♡

Importance

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

It provides automative workflows

All information is safe and authorised personnel only

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Least scope of data loss