

PERSONAL EXPENSE TRACKER APPLICATION

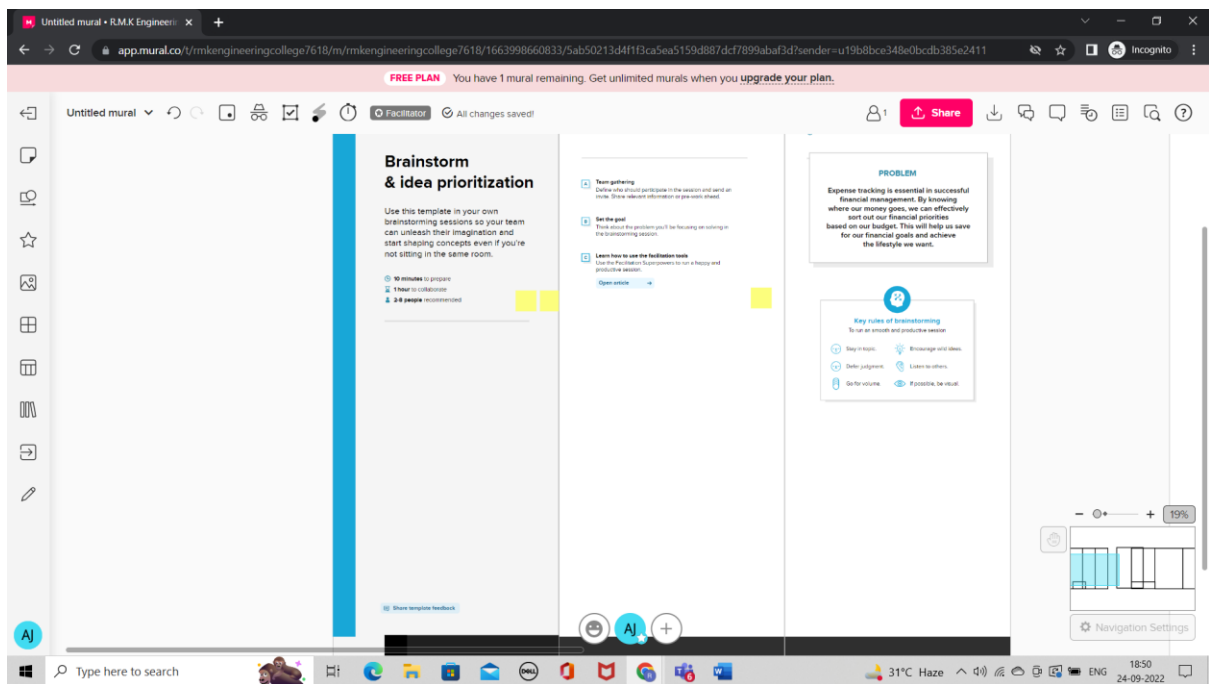
IDEATION PHASE

BRAINSTORMING AND IDEATION

ACTIVITY

List the ideas (atleast 4 per each team member) by organizing the brainstorming session and prioritize the top 3 ideas based on the feasibility & importance.

STEP1 – Team Gathering, Collaboration and Select the Problem Statement



STEP 2 – Brainstorm, Idea Listing and Grouping

The screenshot shows the Mural workspace interface. The top bar indicates a 'FREE PLAN' with one mural remaining. The workspace is divided into four main sections:

- Section 2: Brainstorm** (10 minutes): A sticky note by Byna Rithika lists 'Produce budget insights' and 'Integrate and identify system'. Another sticky note by Aishwarya J. lists 'Identify and document customer journey', 'Identify and document customer experience', 'Use customer journey', and 'Share for the customer'.
- Section 3: Group ideas** (20 minutes): Two clusters are visible. 'GROUP 1' contains sticky notes about 'Produce budget insights', 'Integrate and identify system', 'Identify and document customer journey', and 'Identify and document customer experience'. 'GROUP 2' contains sticky notes about 'Use customer journey', 'Share for the customer', 'Identify and document customer journey', and 'Identify and document customer experience'.
- Section 4: Prioritize** (20 minutes): A sticky note titled 'TIP' suggests adding customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes across the mural.

The bottom of the screen shows a Windows taskbar with various application icons and system information (31°C Haze, 16:52, 24-09-2022).

STEP 3 – Idea Prioritization

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