Ideation Phase
Brainstorm & Idea Prioritization

Date	17 September 2022
Team ID	PNT2022TMID20031
Project Name	Personal Expenses Tracker Application
Maximum Marks	4 Marks

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

Brainstorm & idea prioritization

Personal Expenses Tracker Application

- 10 minutes to prepare
- 1 hour to collaborate
- 4 people

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

A Team gathering
1. Ganga Devi G
2. Benazir M
3. Shruthi M
4. Guru Gayathri V

B Set the goal
1. Eliminate unnecessary expenses.
2. Get reminder if pre defined expenses exceed.
3. Improving Financial Security.

C Learn how to use the facilitation tools
MURAL Workspace

Open article →

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

Personal Expenses Tracker Application -
People can't remember where their money goes and they can't handle their cash flow and to get rid of this problem our application will help to track their expenditure.

Key rules of brainstorming
To run an smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

⏱ 10 minutes

Ganga devi G

- Keeping account holder information
- Balance amount send through the SMS
- Information will be safe and secure
- Set limit for expense

Benazir M

- Visualize the expenses
- Budget report for the users
- A Reminder System to let the users know of dues
- Set the Budget

Shruthi M

- Set planning goals
- Financial guidance and support
- Free budget worksheet to record your expenses
- Note monthly income expenses

Guru Gayathri V

- Encourages and Increases savings
- Avoid Uncessary Spending
- Can Reveal spending Issues
- Help to manage the finance

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 and break it up into smaller sub-groups.

⏱ 20 minutes

- Budget report for the users → Free budget worksheet to record your expenses
- Set limit for expense → Can Reveal spending Issues
- Set planning goals → Set the Budget
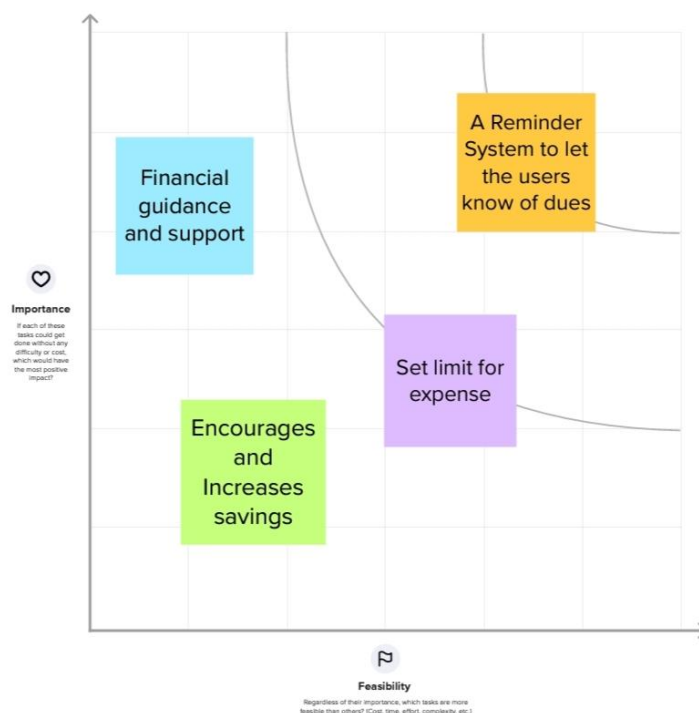- Avoid Uncessary Spending → Financial guidance and support

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?

- Financial guidance and support
- A Reminder System to let the users know of dues
- Set limit for expense
- Encourages and Increases savings

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

→ After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

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