

PERSONAL EXPENSE TRACKER APPLICATION

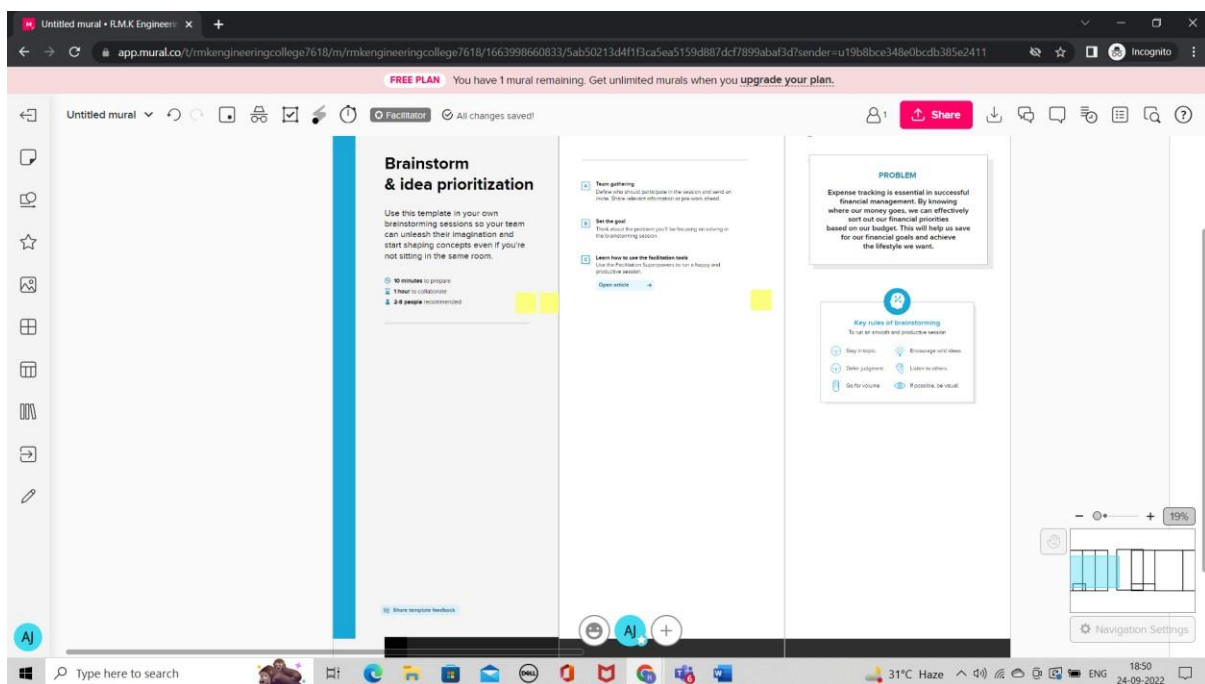
IDEATION PHASE

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 three main sections:

- Brainstorm (Step 2):** A section on the left where users write down ideas. It includes a list of ideas from 'Byna Rithika' and 'Aishwarya J'.
- Group ideas (Step 3):** A central section where ideas are grouped into clusters. Two groups are visible: 'GROUP 1' and 'GROUP 2'.
- Prioritize (Step 4):** A section on the right where ideas are prioritized. It includes a 'TIP' about adding customizable tags to sticky notes.

The workspace also features a toolbar on the left with various tools like eraser, highlighter, and sticky notes. A bottom bar shows the Windows taskbar with various application icons and system status information.

STEP 3 – Idea Prioritization

The screenshot shows the Mural workspace interface, now focused on Step 3: Idea Prioritization. The workspace is divided into three main sections:

- Prioritize (Step 3):** A central section where ideas are prioritized using a 2x2 matrix. The matrix has 'Importance' on the vertical axis and 'Effort' on the horizontal axis. Ideas are placed in the matrix based on their importance and effort. A 'TIP' is provided: 'Put the ideas that are most important and least effort in the top-left quadrant. The ideas that are most important and most effort in the bottom-right quadrant. The ideas that are least important and least effort in the top-right quadrant. The ideas that are least important and most effort in the bottom-left quadrant.'
- After you collaborate:** A section on the right with instructions on how to export the mural as an image or PDF, and how to share it with team members.
- Keep moving forward:** A section on the right with links to various templates and resources, including 'Strategy blueprint', 'Customer experience journey map', and 'Strengths, weaknesses, opportunities & threats'.

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