

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID01338
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 a 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

Mahalakshmi		Nirmala	
It helps you to stick to your budget	Tracking your expense can reveal spending issues	It helps you to track all transactions like bills, refunds, payments and fees	It helps ensure you don't spend money you don't have
It helps you to meet your financial objectives	Stick to your spending limits	It helps to lead a happier retirement	It helps you to prepare for overages
Durga		Lokitha	
Secure access to your accounting	Analytics and reporting	Mitigates human error	Proactive Analysis
Anytime and anywhere access	Least scope of data loss	Secure access	Track sales

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

It does to be one place to manage all financials, bank account and it easy to use	It helps to manage incoming and outgoing money flow	It provides the tools to understand where the money goes and empowers to set achieve goals	All information is safe and authorized personnel only
You can easily import transaction from your bank without risk	This app sends payment reminders and automatically matches payment invoices	This app automatically calculates taxes on your invoice	This app let you create purchase order and handle vendor as well
You can also compare past and present reports and predict future sales	It displays current credit score updated weekly from both transaction and equifax	You can easily track high expense receipts and bills	Easy to use and set budgets and track all progress

### Step-3: Idea Prioritization

