

## Ideation Phase









### Define the Problem Statements

Date	30 October 2025
Team ID	NM2025TMID01257
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

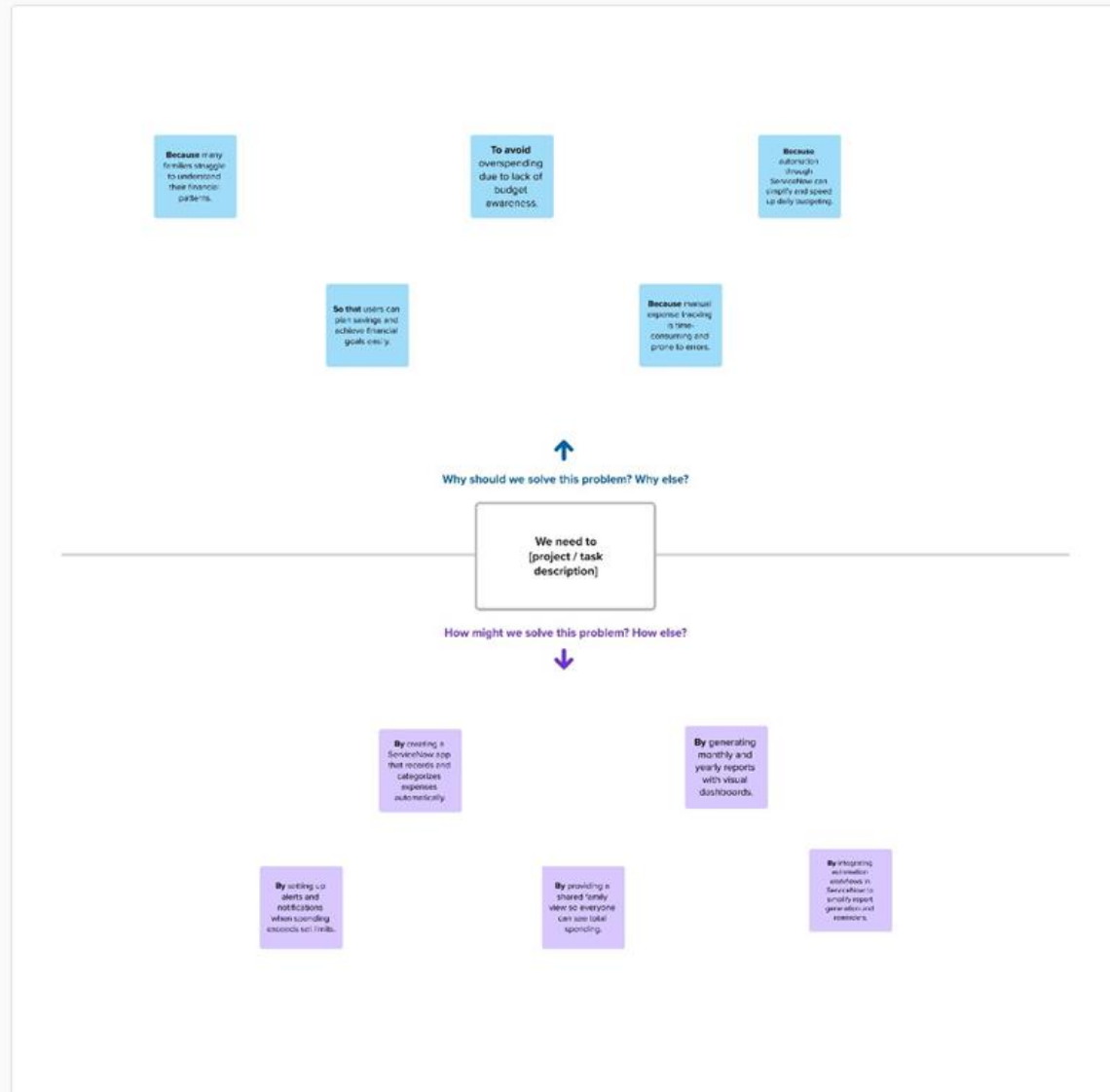
### Brainstorm & Idea Prioritization Template:

The Brainstorm Grid helps generate and organize ideas that solve user problems creatively. For this project Calculating Family Expenses Using ServiceNow the brainstorming focuses on simplifying how families manage their budgets and expenses. The goal is to identify practical and innovative features that can help users record, categorize, and analyze their financial data effectively.

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

In what ways might we dramatically improve our offering for different people?	How might we help new families start tracking their expenses easily?	How might we support regular users in maintaining consistent and accurate expense records?	How might we reach family members who are not tech-savvy or unfamiliar with digital budgeting tools?	How might we reach family members who are not tech-savvy or unfamiliar with digital budgeting tools?
 <b>Simplification</b> Make expense tracking easier through an intuitive interface, clear categories, and minimal manual steps.	Provide a guided setup with sample expense categories	Enable one-click entry for frequent expenses	 Use simple visuals and icons for navigation	Show quick results—instant total and monthly summary after entry
 <b>Personalization</b> Allow users to set spending goals, personalize categories, and receive customized budget alerts.	 Allow users to rename or create their own expense categories	Add customizable monthly budget goals per category	Auto-suggest categories based on past entries	Provide smart insights and personalized saving tips
 <b>Social &amp; community</b> Enable multiple family members to access shared dashboards, track group spending, and manage expenses together.	Enable shared accounts for all family members	Allow everyone to update and view expenses together	Send automatic daily summaries to family email	 Promote transparency—show shared goals and group savings
 <b>Gamification</b> Introduce progress tracking, savings badges, and monthly achievement rewards to help users save more.	Reward milestone badges for first savings month	 Display progress bars for monthly goals	Send fun reminders about savings streaks	Show total money saved since app use began

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



### Step-3: Idea Prioritization

