

### **Ideation Phase Brainstorm & Idea Prioritization Template**

Date	02 NOVEMBER 2025
Team ID	NM2025TMID03685
Project Name	Calculate family expenses
Maximum Marks	4 Marks

#### **Calculate family expenses using Servicenow:**

This guided project focuses on developing an automated system for tracking and managing family expenses through **ServiceNow**.

The process begins by identifying common financial management challenges such as manual data entry, lack of categorized tracking, and the **absence of proper budgeting tools**.

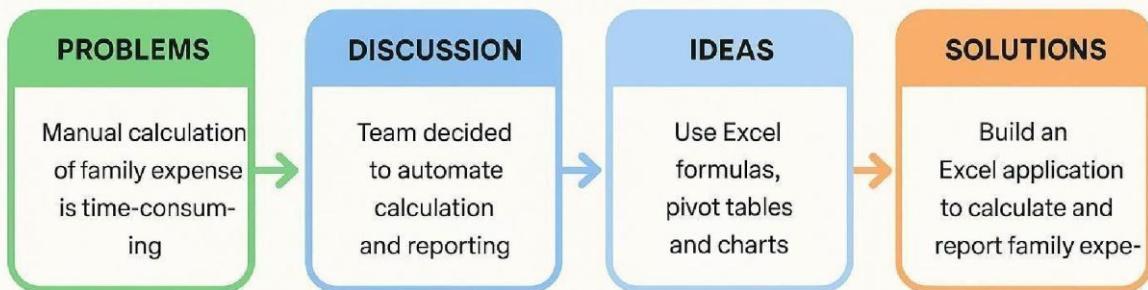
During the **brainstorming sessions**, the team collaborated to generate innovative ideas and prioritize essential features aimed at simplifying **financial tracking and encouraging better spending habits**. A structured ideation approach ensured that each idea contributed directly to solving the challenges identified in the Empathy and Problem Statement phases.

The result is a clear, **well-defined plan for designing a user-friendly, automated expense management platform that enhances transparency, accountability, and overall financial well-being within families**.

#### **Step 1: Team Gathering, Collaboration, and Problem Statement Selection**

The team worked together to identify and understand the key issues in managing family expenses. Members discussed pain points, shared perspectives, and aligned on the primary problem to be solved — the need for an efficient and automated expense tracking system.

## Problem Solving – Idea Generation – Prioritization Template



Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

## Idea Listing

KARTHIKEYAN	KARAN	KABILAN	SIVAKRISHNAN
<p>Initial idea Create two tables: Family Expenses and Daily Expenses  Teammate builds on initial idea Add a reference field linking daily expenses</p>	<p>Initial idea Automate total expense calculation using a Business Rule in ServiceNow  Teammate builds on a monthly summary alert</p>	<p>Initial idea Create a Dashboard to display categorized expenses (food, bills, travel, etc.)  Teammate adds visual comparison charts to help users analyze</p>	<p>Initial idea Implement a Budget Limit Feature where users set monthly expense limits  Teammate trigger notification alerts when expenses reach d</p>



Fig2: Image that describes the work done by teammates.

**Brainstorming Session:**

All team members actively participated in an open discussion to share creative and technical ideas for solving the chosen problem.

The main rule was: "No judgment — every idea counts."

### Idea Listing:

Create separate tables for Family Expenses and Daily Expenses.

Add reference fields to link members with their respective expenses.

Implement category-based tracking (Food, Travel, Utilities, etc.).

Enable automatic calculation of total expenses.

Include monthly report generation and budget alerts.

Integrate notification features for over-budget warnings.

### Grouping:

The ideas were grouped into 3 categories:

1. **Database & Structure:** Expense tables, reference links, data relationships.
2. **Automation & Logic:** Calculations, validation, notifications.
3. **User Experience** Simple UI, reports, dashboards, visual analytics.
4. **Step-3: Idea Prioritization:**

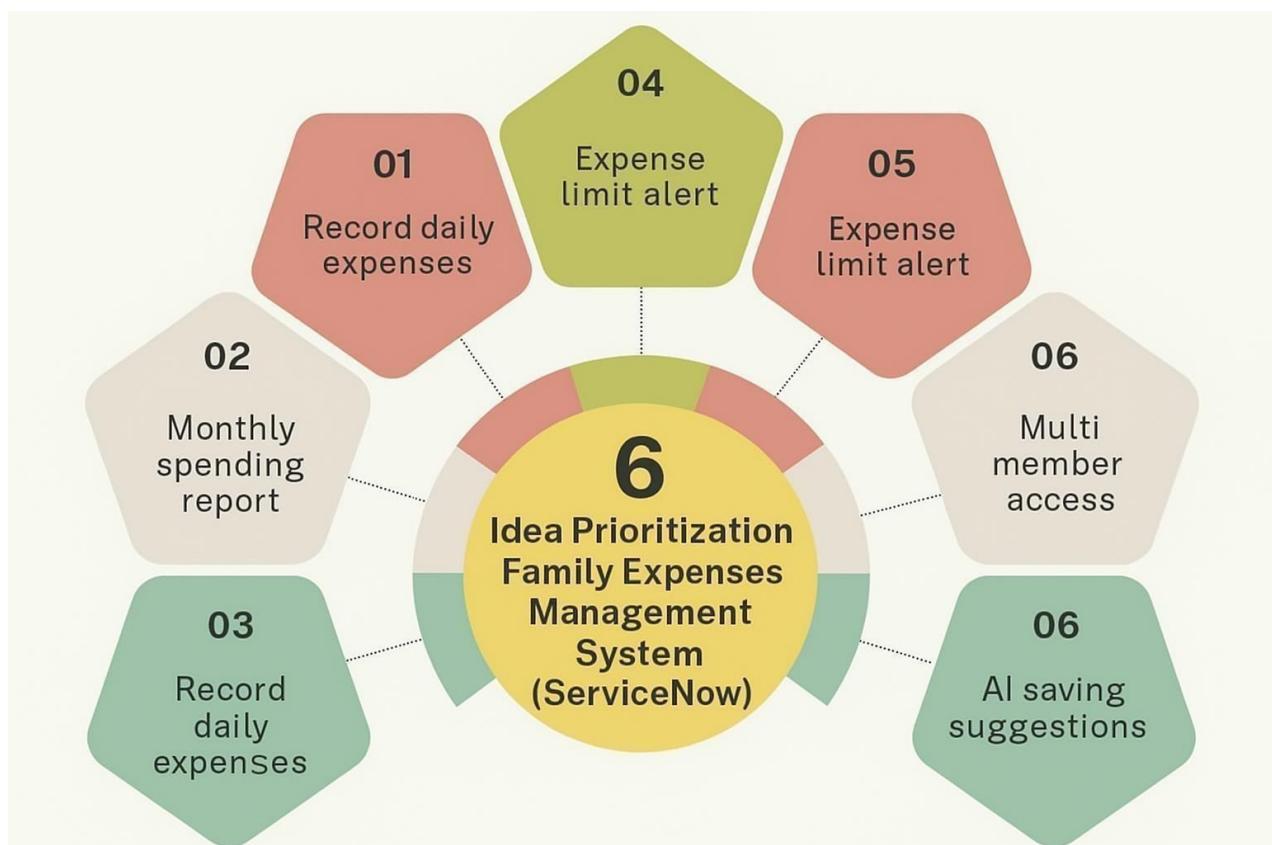


Fig3: Image of steps to prevent user deletion.

**Definition:**

Idea prioritization involves evaluating and ranking the most impactful and feasible ideas from the brainstorming session.

This helps the team determine which features should be implemented first based on their importance, usefulness, and practicality.

**Application:**

For the Family Expense Management System, the ideas were analyzed and prioritized based on three key factors:

Impact – How much the idea improves usability and efficiency.

Feasibility – How easily it can be implemented with available resources.

Time – The duration required for development.

**Prioritization Outcome:**

**High Priority:** Core functions such as recording daily expenses and generating monthly reports.

**Medium Priority:** Enhancements like category-wise charts and multi-member access to improve user experience.

**Low Priority:** Advanced features such as expense limit alerts and AI-driven saving suggestions, which can be developed later once the core system is stable.

This prioritization ensures the project begins with the most essential and achievable features, resulting in smooth implementation and reliable performance.