Ideation Phase
Brainstorm & Idea Prioritization Template

Date	10 October 2022
Team ID	Team-591001
Project Name	Money Matters, a personal finance management app
Maximum Marks	

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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

🕐 10 minutes

YASH

Charitable Giving Tracker:
Develop an app that helps users track their charitable donations and provides information on tax deductions related to philanthropy.

Expense Sharing for Travel:
Target travelers with an app that simplifies expense sharing during trips. Users can split costs for accommodations, meals, and transportation with fellow travelers.

NIKHIL

Cryptocurrency Portfolio Tracker:
Create an app that allows users to track their cryptocurrency investments, view real-time prices, and receive alerts for price changes. Provide in-depth analysis tools for crypto enthusiasts.

Investment Education and Learning App:
Offer an educational app that provides articles, videos, and interactive lessons on personal finance, investing, and money management. Users can expand their financial knowledge at their own pace.

DHARYA

Tax Preparation Assistant:
Create an app to simplify tax preparation by providing tax calculators, filing deadlines, and guides on deductible expenses. Users can organize their financial documents and receive reminders for tax-related tasks.

Savings and Goal Tracking:
Design an app that encourages users to save by allowing them to set specific financial goals (e.g., vacation, buying a home) and track their progress. Provide savings tips and reward achievements.

ROHIT

Investment Portfolio Manager:
Build an app that enables users to track and manage their investment portfolios. It can provide real-time stock market data, performance analysis, and investment recommendations based on user goals and risk tolerance.

Expense Tracker and Budgeting App:
Create an app that allows users to track their income and expenses, set budgets, and visualize their financial health through charts and graphs. Users can categorize expenses, set savings goals, and receive notifications for overspending.

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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

1. Investment portfolio manager and education app

2. Expense , Savings and goal tracking

3. Charitable giving tracker

4. Tax preperation assistant

5. Cryptocurrency portfolio

Step-3: Idea Prioritization

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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?

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Feasibility

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