IDEATION PHASE

Date	18-10-2023
Team ID	PNT2022TMID590970
Project Name	Money Matters
Maximum Marks	4 marks

Empathy Map:

 $\frac{https://app.mural.co/t/aayushgaur0358/m/aayushgaur0358/1697483385400/ca951ef87de40008bb81fb7b753}{5e09b981d9d16?sender=u2ef19d1a63d235170c3b7783}$

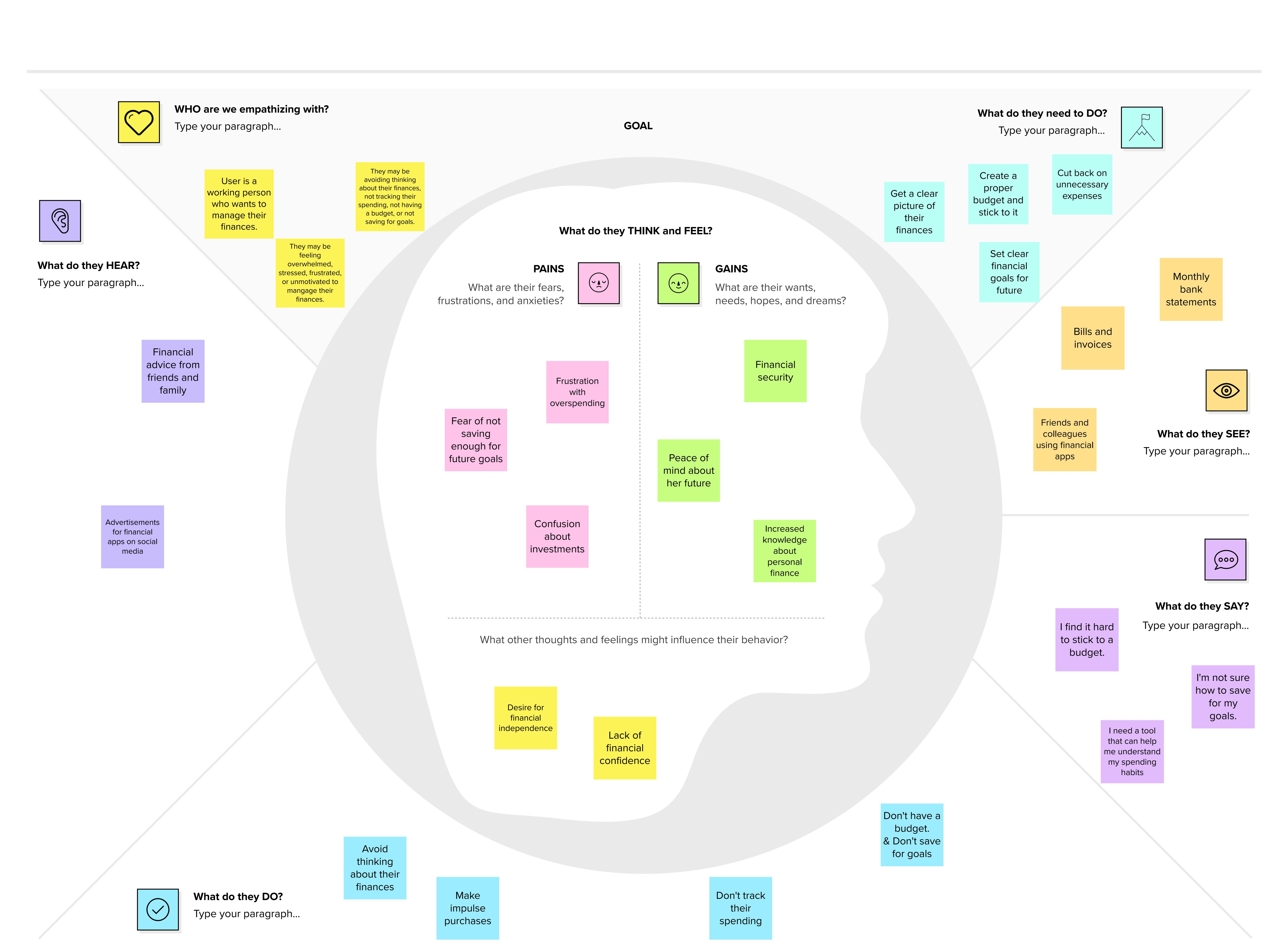
Brainstorming Map:

 $\frac{\text{https://app.mural.co/t/aayushgaur0358/m/aayushgaur0358/1697637099778/c5f054a15fab0ef0cc2179d32b07}{60e78bfbf908?sender=u2ef19d1a63d235170c3b7783}$



Money Matters: A Personal Finance Management App

It allows user to keep track of their expenses and accounts, and provides an overview of their financial status. Users can set a budget for various expenses and view their progress towards it.



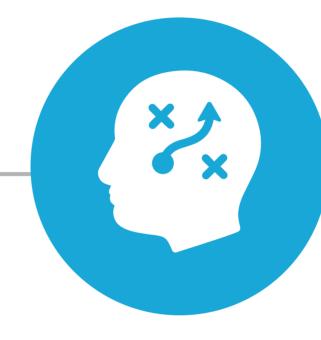
Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

<a>O 5 minutes

PROBLEM

How might we create an app that allows user to keep track of their expenses and accounts, and provides an overview of their financial status.?



Key rules of brainstorming

To run an smooth and productive session



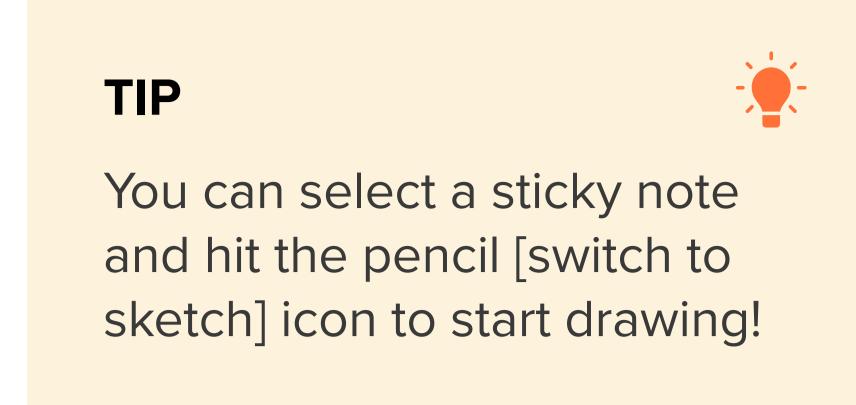
Defer judgment. Sten to others.



Brainstorm

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

① 10 minutes



Aayush Gaur

Expense
Tracker and
Budgeting
App



Al-Powered Financial Advisor

Shivansh Shrivastava

Automated
Bill Payment
and
Reminder
App

Financial
Goal
Setting and
Tracking

Budget App

Siddhant Sharma

Savings and Investment Planner

Al-Powered Financial Advisor Expense
Analytics
and
Insights

Agale Prem Nitin

Expense
Sharing and
Group
Budgeting
App

Offline
Expense
Tracking and
Data Privacy



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.

① 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Expense
Tracker and
Budgeting
App

Offline
Expense
Tracking and
Data Privacy

Financial
Goal Setting
and
Tracking

Al-Powered Financial Advisor



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.

① 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

