

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	4 December 2025
Team ID	
Project Name	FreelanceX -FreelanceFinder
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/brainstorm-and-idea-prioritization>

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

Template



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

●

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

Fresh graduates and job seekers struggle to find genuine freelance opportunities due to high commissions, lack of verified clients, and overcrowded platforms, which leads to frustration and missed income opportunities.

🕒 5 minutes

PROBLEM

How might we help fresh graduates and job seekers find trustworthy freelance opportunities without being overwhelmed or scammed?

Key rules of brainstorming

To run an 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

2

Brainstorm

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

 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

As an individual project, I explored different ideas that can solve the challenges freelancers and clients face. I listed multiple concepts, grouped similar ideas together, and focused on features that improve visibility, communication, and project management. This helped me identify practical solutions that directly support beginners and small businesses.

Idea Listing:

A clean platform where clients can post jobs easily
A bidding system for freelancers to submit proposals
Real-time chat for quick communication
Separate dashboards for freelancers and clients
Profile section to showcase skills and work samples
Simple job filters based on skills, budget, and experience
Notification system for new jobs and updates

Idea Grouping:

1. Job Management – job posting, bidding, filtering
2. Communication – chat, notifications, updates
3. User Identity – profiles, skills, portfolio
4. Workflow Support – dashboards for both user types

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

TIP

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

1. Job Management

Add structured job-related tags to help organize tasks like posting jobs, placing bids, filtering roles, and managing project requirements within the platform.

2. Communication

Include communication-focused tags to categorize elements such as real-time chat, updates, and notifications, making collaboration easier to track and manage.

3. User Identity

Use profile-based tags to highlight skills, portfolios, experience levels, and user types, helping categorize freelancers and clients for better visibility and matching.

Step-3: Idea Prioritization

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

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.

