

Ideation Phase

Brainstorm & Idea Prioritization

Date	18 April 2025
Team ID	Team-145206
Project Name	Sociopedia (MERN Stack Social Media App)
Maximum Marks	4 Marks

1. Ideation Phase (Section 2.3 in Your Report)

Title: Brainstorming & Feature Prioritization

Process:

- **Team Collaboration:** Conducted on *31 January 2025* using a structured template to generate and rank ideas.
- **Problem Focus:** Addressed the need for a *clean, ad-free social media platform* (from your Problem Statement in Section 2.1).
- **Key Features Brainstormed:**
 - User authentication (login/signup)
 - Post creation and feed system
 - Like/comment functionalities
 - Follow/unfollow mechanism
 - Profile customization
(Matches features listed in Section 3.2 "Solution Requirements")

Prioritization Method:

- Used visual tools (treemaps, priority matrices) to rank ideas by feasibility and user impact.
- **Outcome:** Selected MVP features for Sociopedia's initial development (as reflected in your *Project Timeline*, Section 5.1).

Suggestion for Report Wording:

"During brainstorming, features like post interactions and user authentication were prioritized using collaborative tools (see Appendix). This directly informed the MVP scope in Section 3.2."

2. Appendix Addition

Brainstorming Template Summary

- **Purpose:** Structured ideation for Sociopedia's core features.


- Reference: [Mural.co template](#).
- Visual Aids: Include screenshots of:
 - Treemap (feature grouping)
 - Priority matrix (high-impact vs. low-effort features)

3. Link to Existing Report Sections

- Problem Statement (2.1): Brainstorming addressed the "cluttered UI" and "privacy concerns" mentioned here.
- Solution Requirements (3.2): Features listed here were derived from prioritized brainstorming ideas.
- Project Timeline (5.1): Week 1 tasks (*ideation, feature finalization*) correlate with brainstorming outcomes.

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

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



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

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

⌚ 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a 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!

Amar	Yuktish	Person 3	Person 4

Person 5	Person 6	Person 7	Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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, remove, organize, and categorize important ideas as themes within your board.

Step-3: Idea Prioritization

4

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

