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)
 - o Post creation and feed system
 - Like/comment functionalities
 - o 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.

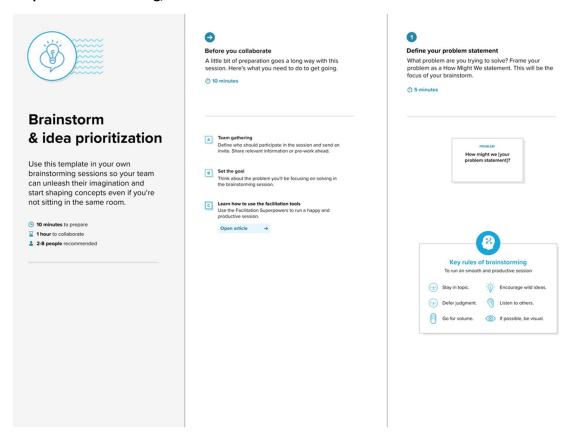
- Reference: Mural.co template.
- Visual Aids: Include screenshots of:
 - o Treemap (feature grouping)
 - Priority matrix (high-impact vs. low-effort features)

3. Link to Existing Report Sections

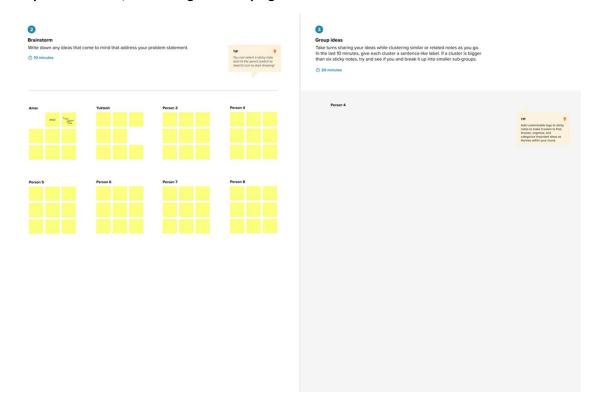
- Problem Statement (2.1): Brainstorming addressed the "cluttered UI" and "privacy concerns" mentioned here.
- Solution Requirements (3.2): Features listed here were derived from prioritized brainstorming ideas.
- Project Timeline (5.1): Week 1 tasks (*ideation*, *feature finalization*) correlate with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

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

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



Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

