**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| --- | --- |
| 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**](https://www.mural.co/templates/brainstorm-and-idea-prioritization)**.**
* **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**

Graphical user interface, application

Description automatically generated

**Step-2: Brainstorm, Idea Listing and Grouping**

Graphical user interface, treemap chart

Description automatically generated

**Step-3: Idea Prioritization**

**Diagram

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