#### **Ideation Phase**

#### **Brainstorm&Idea Prioritization Template**

Date	23rd May 2025
Team ID	LTVIP2025TMID45605
Project Name	LearnHub
Maximum Marks	4 Marks

- ✓ Step 1: Team Gathering, Collaboration & Problem Statement Selection
- **ODES** Define the Problem or Opportunity Area

markdown

*	Problem	n Statement:	

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(e.g., "How can we increase student engagement and course completion rates in LearnHub?")

#### Participants:

- · Product Owner
- Frontend Developer
- Backend Developer
- UX Designer
- Marketing / Content
- Educator (Domain expert)
- 🗸 Step 2: Brainstorm, Idea Listing&Grouping

Encourage wild ideas. Don't judge. Just capture!

- Instructions:
  - Set a timer: 10 mins

- Each member writes 3-5 ideas (use virtual sticky notes)
- · Group similar ones after everyone's done

## Brainstorm Categories

Category	Sample Ideas		
Student Features	- Gamify progress tracking- Add peer discussions- Save-for-later courses		
<b>♦ Teacher Tools</b>	- Course versioning- Assignment auto-grading- Upload quizzes with analytics		
Admin Oversight	- Real-time analytics dashboard- Flag/report system for content- User heatmap		
<b>■</b> Monetization	- Course bundle discounts- Referral rewards- Corporate learning licenses		
•■ UI/UX	- Dark mode- Onboarding walkthrough- Multi- language support		
<b>™</b> Engagement	- Weekly email digests- Leaderboards- Certificates on LinkedIn		

- ✓ Step 3: Idea Prioritization
- **③** Use "Effort vs. Impact" Matrix

Draw or create a virtual 2x2 grid like this:

	High Impact	Low Impact
Low Effort	★ Quick Wins (Do First)	✓ Easy Enhancements
High Effort	<b>△</b> Major Projects (Plan)	<b>○</b> Delay / Backlog

₱ Place all brainstormed ideas inside the matrix. You can use color-coded sticky notes:

- **=** student
- = teacher
- **=** admin
- = general/platform

## Optional: Dot Voting

Each team member gets 3 virtual votes. Use them on their top picks.

Top Voted Ideas	Votes
Gamified Dashboard	5
Certificate Sharing on LinkedIn	4
Course Preview Video	3

**★** Final Prioritization Table

<b><sup>⁰</sup> Idea</b>	<b>≯</b> Impact	<b>K</b> Effort	@ Priority	Owner
Gamified Progress	High	Medium	★ High	Frontend
Analytics Dashboard	High	High	<u></u> Medium	Backend
Course Bundles	Medium	Low	✓ Medium	Product Team
Peer Discussions	High	High	<u></u> Medium	Full Stack
Multi-language	Medium	High	<b>○</b> Low	Future Sprint

- Step 2: Team Gathering, Collaboration & Problem Statement Selection
- Define the Problem or Opportunity Area



## Problem Statement:

How can we increase student engagement and course comletion rates in LearnHb?

## Participants:

- Product Owner
- · Frontend Developer
- · Backend Developer
- UX Designer
- · Marketing / Content
- · Educator / Domain expert

Brainstrom Categories	Sample	
Student Features	Gamifiy prog.	
Teacher Tools	Course version	
Admin Oversight	Assighment auto/gradling	
Monetization	Flag/repor/ system for co- ment	
UI/UX	Course bungle	

# Step 3: Idea Prioritization

→ Use "Effort vs. Impact" Matrix

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Oiuick Wins	<b>⊘</b> Medium
▲ Major	<b>८</b>
Projects	<b>८</b> Medium
<ul><li>Delay /</li></ul>	O
Backlog	Backlog

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- = admin : gérala
- = general/platfornm-

## Final Voted Ideas Votes

Idea	Impact	Effort	Priority
Gamified Progress	High	Medium	★ Prligh
Analytics Dashboard	High	High	& Medium
Course Bundles	Medium	Low	Medium
Peer Discussions	High	High	Medium