# Ideation Phase Brainstorm & Idea Prioritization Template

Date	26 <sup>th</sup> June 2025
Team ID	LTVIP2025TMID53930
Project Name	BookNest
Maximum Marks	4 Marks

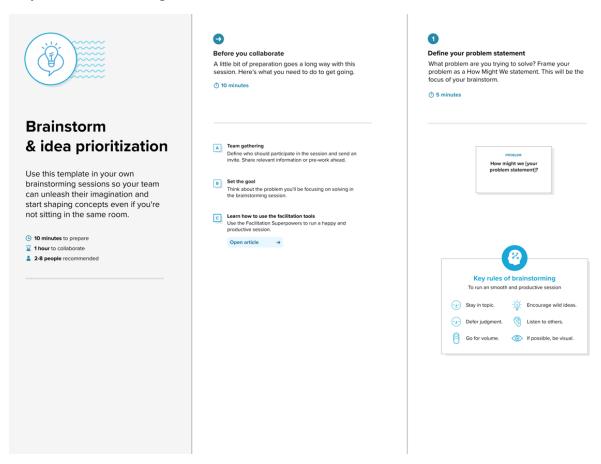
## **Brainstorm & Idea Prioritization Template:**

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



# Step-2: Brainstorm, Idea Listing and Grouping



## **Brainstorm**

Gather 2–8 participants (students, users, teammates). Share the problem statement and any user insights or empathy maps beforehand.

① 10 minutes



### Person 1

Add a "Guest Checkout" option to speed up buying. Risplay book availability tatus clearly g. "In Stock", "Ships in 2 Days"). Include student discount filters. Person 2

ment search Of auto- pressions au penres.

Add a "Bundle Buy" option for book series. Person 3

Enable users to reserve out-of-stock books. Add a SI
"Books trender ₹200" boo

Person 4

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Let users post video reviews. Offer All recommendations based on reading history.

#### Person 5

Offer poi pur

er reward sort by bints on delivery speed.

#### Person 6

Highlight ecofriendly book delivery options.

Allow comparison between book editions (price, publisher).

Integrate WhatsApp for order

#### Person 7

Add "Share Wishlist" option with friends. Include an Al "Ask the Seller" a feature.

#### Person 8

Introduce a dark mode reading experience for samples.

Provide user curated lists (e.g., "Top 10 for UPSC"). Enable offline reading for free e-book



Person 4

TIP

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

# **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.

① 20 minutes

Participents 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.

