

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS77212
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

1 Define Your Problem Statement

PROBLEM
How might we help freelancers find genuine projects and manage their work efficiently within a **structured system**?

PROBLEM
How might we enable clients to hire skilled freelancers quickly and reliably through a **transparent** platform?

PROBLEM
How might we ensure clear and organized project details that make it easy to verify skills and compare bids?

PROBLEM
How might we implement a secure and trustworthy communication **system** within the platform?

PROBLEM
How might we implement a secure and trustworthy communication **system** within the platform for real-time collaboration?

PROBLEM
How might we provide admins with tools to **monitor projects, resolve disputes**, and oversee platform activity effectively?

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Durga Prasad Nekkanti



3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go.

Once all sticky notes have been grouped, 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, browse, organize, and categorize important ideas as themes within your mural.

Trust & Verification Ideas	Project Management Ideas	Payment & Security Ideas	Communication & Support Ideas
Verified freelancer & client profiles	Client feedback rating system	Smart project matching system	Standardized contract templates
Escrow payment system for secure transactions	Milestone-based payments	Escrow payment integration	Secure file sharing
Moderated freelancer	Verified client badges	Time tracking & invoicing tools	Instant messaging & video calling
Verified client badges	Transparent project history logs	Secure payment gateways	In-app review & rating system
	Freelancer performance analytics	Role-based access controls	Multilingual user interface
		API integration for email tools	Notification alerts for deadlines
			24/7 customer support

Step-3: Idea Prioritization

