Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25-06-2025
Team ID	LTVIP2025TMID55347
Project Name	FreelanceFinder
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

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Brainstorm

- Freelancer profile verification
- Skill-based job matching
- Zero/low commission model
- Client-freelancer review system
- Freelance learning hub
- Referral and reward system

Person 1

| Client-freelancer review system | | |

Person 2

| Freelancer profile verification | | |

Person 3

| Zero/low commission model | | |

Person 4

| Freelance learning hub | | |

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Group ideas

We prioritized ideas using an Impact vs. Feasibility Matrix. High-impact and feasible ideas included freelancer verification and client reviews. More complex ideas like smart matching algorithms were marked for long-term implementation.

🕐 20 minutes

TIP 💡
Zero/low commission model

TIP 💡
- Referral and reward system
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TIP 💡
- Skill-based job matching

Step-3: Idea Prioritization

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Prioritize

- High Impact & Low Effort: Freelancer Verification, Reviews
- High Impact & High Effort: Matching Algorithm
- Nice to Have: Learning Hub

🕐 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)