# Ideation Phase Brainstorm & Idea Prioritization Template

Date	25-06-2025
Team ID	LTVIP2025TMID55347
Project Name	FreelanceFinder
Maximum Marks	4 Marks

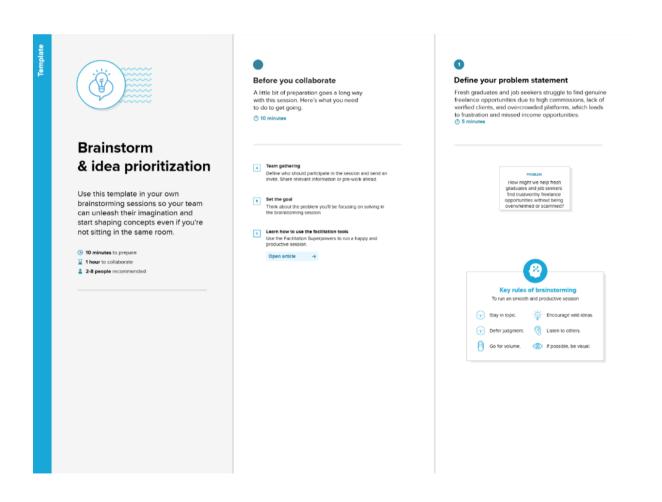
#### **Brainstorm & Idea Prioritization Template:**

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: <a href="https://www.mural.co/templates/brainstorm-and-idea-prioritization">https://www.mural.co/templates/brainstorm-and-idea-prioritization</a>

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



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



## Brainstorm

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

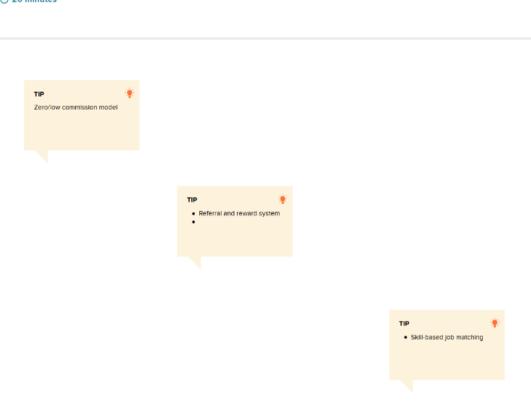
Person 1 Person 2



## **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



**Step-3: Idea Prioritization** 



#### Prioritize

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

① 20 minutes

