Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS24279
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

SB Works provides a transparent and efficient environment that encourages both clients and freelancers to participate in a dynamic project lifecycle. Prioritizing **collaboration over rigid structures**, creative and technical ideas are welcomed through an intuitive bidding system, where participants are encouraged to communicate directly, helping each other develop high-quality project outcomes.

Use this framework in your own freelancing journey so your team can manage workflows and start shaping successful collaborations even if you are working from different corners of the globe.

In the **ideation phase of the SB Works platform**, the team collaboratively identified the key problem statement: how to streamline the connection between diverse talent and project needs using a modern **MERN-based architecture**. During brainstorming, features were listed and grouped around core functionalities such as **AI-ready profile assessments, real-time chat systems, secure portfolio storage, and administrative oversight**. These components were then prioritized based on their impact on user trust and system performance. High-priority items included **RESTful API integration via Axios** for seamless communication and **MongoDB** for scalable storage of user-contributed images and locations. Features like **real-time notifications, Bootstrap-enhanced UI responsiveness, and automated revision workflows** were integrated to ensure a smooth, immersive experience. This process laid the foundation for building a modular, secure freelancing platform with high-value features prioritized for immediate professional growth.

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

Step-2: Brainstorm, Idea Listing and Grouping

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

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

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Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go.
In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and 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.

Step-3: Idea Prioritization

4

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.

⏱ 20 minutes

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

TIP
Participants 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.

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