Ideation Phase
Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	
Project Name	Free Lancing Application
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

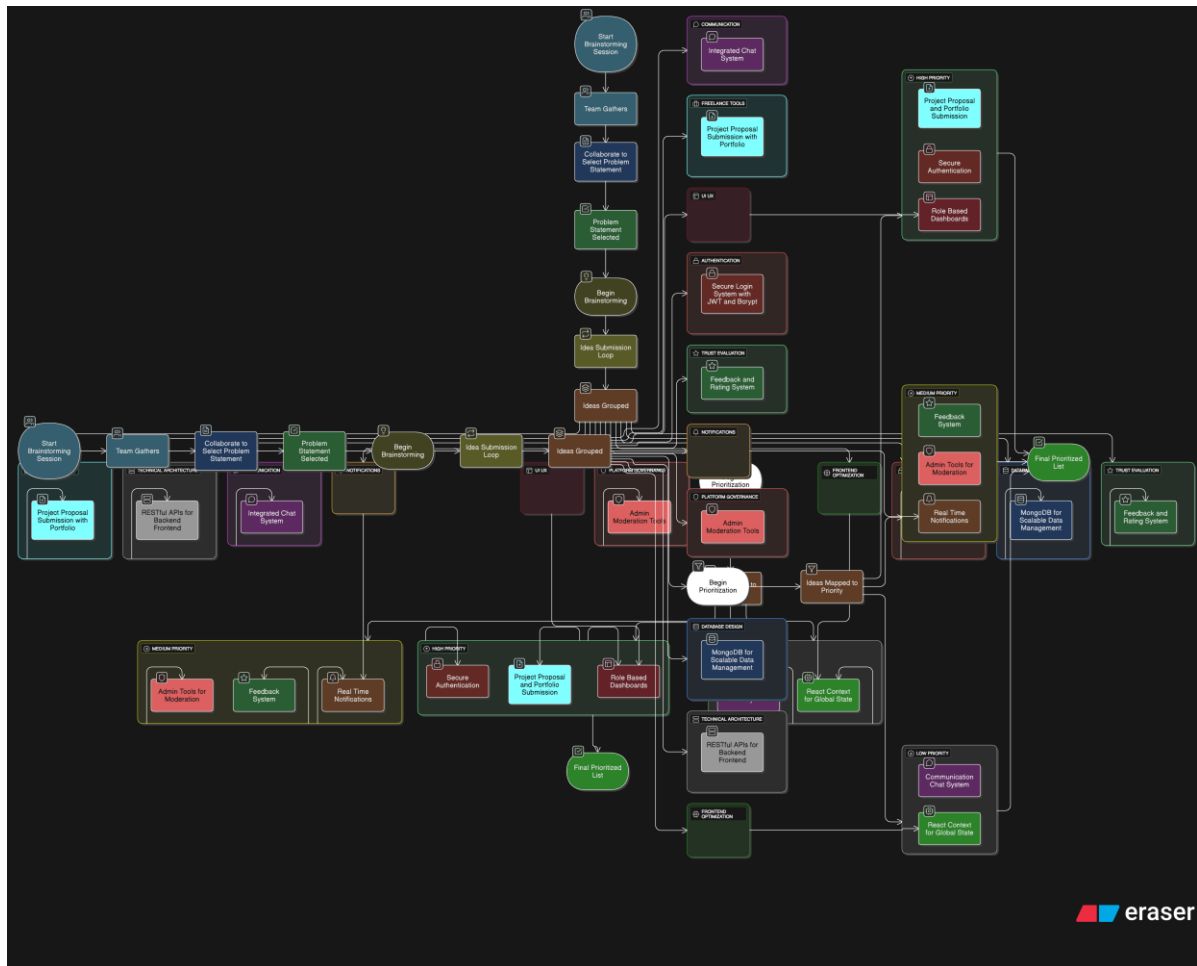**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

Problem Statement Selected:
"Creating an efficient and secure freelancing platform that allows clients to post projects, freelancers to bid and collaborate, and admins to ensure platform integrity—fostering a reliable digital work environment."

Why This Problem?

- Freelancers often struggle to find legitimate platforms with secure payments and fair treatment.

- Clients need a trustworthy space to find skilled freelancers without overhead.

- Admins must maintain platform health and ensure data security and fair policies.

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization

Priority	Idea Description	Justification
High	Secure Authentication (JWT + bcrypt)	Essential for protecting user data
High	Project Proposal & Portfolio Submission	Core functionality for freelancer-client interaction
High	Role-Based Dashboards	Improves UX for different user types
Medium	Admin Tools for Moderation	Important for long-term platform integrity
Medium	Feedback System	Important for long-term platform integrity
Medium	Real-time Notifications	Builds trust and credibility on the platform
Low	Real-time Notifications	Enhances user engagement and awareness
Low	React Context for Global State	Optimization but not immediately necessary