Brainstorm & Idea Prioritization Template

Date: 26 June 2025

Team ID: LTVIP2025TMID55745

Project Name: FreelanceFinder (SB Works)

Maximum Marks: 4 Marks

# Brainstorming & 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 Selecting the Problem Statement

Our team, consisting of four members –  
- Team Leader: Neeraja Gandla  
- Team Member: Pottipati Shaik Reshma  
- Team Member: Rachamalla Neeraja Reddy  
- Team Member: Saadu Pavan Prasad

Selected Problem Statement:  
"Develop a dynamic and intuitive freelancing web application that bridges the gap between clients and skilled freelancers, streamlines the hiring process, and enhances collaboration and project delivery in a secure digital environment."

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

The following ideas were discussed and grouped into related categories:

User Features:  
- Seamless project posting for clients.  
- Freelancers can bid on projects based on skills.  
- User-friendly interface with categorized project listings.  
- Integrated chat system for real-time collaboration.

Collaboration & Workflow:  
- Clients can review freelancer profiles and portfolios.  
- In-platform submission of work by freelancers.  
- Feedback and review mechanism post project completion.  
- Admin mediation in case of disputes or concerns.

Security & Transparency:  
- Verified freelancer and client profiles.  
- Admin monitoring for maintaining platform integrity.  
- Secure payment process integration (future scope).  
- Real-time notifications and updates.

Technology Stack:  
- Frontend: React.js with Bootstrap and Material UI.  
- Backend: Node.js and Express.js.  
- Database: MongoDB for storing user profiles, projects, and messages.  
- Axios for frontend-backend communication via RESTful APIs.

## Step-3: Idea Prioritization

Ideas were prioritized based on the following criteria:  
- Feasibility within the time frame and skill set.  
- Impact on user experience.  
- Innovation and uniqueness of features.  
- Scalability for future development.

High Priority Features:  
- Project posting and bidding system  
- Profile and portfolio creation  
- Chat system between client and freelancer  
- Admin dashboard for management

Medium Priority Features:  
- Feedback and rating system  
- Real-time notifications  
- Revision submission & version history

Low Priority / Future Scope:  
- Payment integration  
- AI-based freelancer suggestions  
- Mobile app version of the platform

## Scenario-Based Case Study: Sarah’s Journey

Sarah, a recent graphic design graduate, finds SB Works while exploring freelance platforms. She applies for a logo redesign project for "Sugar Rush" bakery and impresses the client with her portfolio and proposal. They collaborate through the platform's chat system. Sarah submits her work, receives feedback, and delivers a final version. The client leaves a great review. This success boosts Sarah’s confidence and visibility, setting the foundation for her freelance career on SB Works.

## Conclusion

SB Works – FreelanceFinder is not just another freelancing website; it's a full-fledged, real-time, scalable system designed to support aspiring freelancers and help clients find quality work. Our technical and functional brainstorming led to a feature-rich, secure, and user-centric platform, aimed at transforming digital freelancing experiences.