Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS81285
Project Name	FreelanceFinder – Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming encourages collaboration among team members to generate innovative solutions for real-world problems.The team conducted brainstorming sessions to identify common challenges faced by freelancers, such as difficulty in finding genuine job opportunities, scattered platforms, and inefficient search processes. Various ideas were discussed including job portals, freelancer dashboards, and project filtering systems.

After evaluating feasibility and impact, the team prioritized developing a web-based freelancing platform that provides easy access to freelance opportunities through a simple and user-friendly interface.

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

The team generated ideas to enhance freelance job discovery, platform usability, and overall reliability based on user needs.

⏱ 10 minutes

Person 1

Centralized job listing system	Category-wise project browsing	Simple homepage with featured jobs	Search functionality for quick access

Person 2

Freelancer profile creation	Skill-based job matching	Filter options (skills, category, deadline)	User-friendly dashboard interface

Person 3

Client project posting feature	Secure communication system	Application tracking system	Mobile responsive design

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Group ideas

After brainstorming, ideas were grouped into job management, smart search and matching, and client–freelancer interaction. These focus areas aim to simplify job discovery, improve usability, and enhance communication on the FreelanceFinder platform.

⏱ 20 minutes

Step-3: Idea Prioritization

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Prioritize

The team prioritized centralized job listings, smart search features, freelancer profiles, and responsive design as high-impact and feasible solutions. Advanced features such as intelligent job matching were identified as future enhancements due to higher complexity.

⏱ 20 minutes

Importance
Features that highly improve user experience and job accessibility.

Feasibility
Features that can be developed realistically within project constraints.