

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

The screenshot shows a collaborative workspace for a 'Brainstorm & idea prioritization' session. On the left, a sidebar titled 'Template' features a blue vertical bar and a circular icon with a lightbulb. The main area has three columns:

- Before you collaborate:** A section with a lightbulb icon and a timer icon indicating 10 minutes. It includes a brief introduction and a link to 'Learn how to use the facilitation tools'.
- Define your problem statement:** A section with a timer icon indicating 5 minutes. It includes a 'PROBLEM' box with the text: 'How might we create a user-friendly platform that helps freelancers easily discover job opportunities in one centralized place?' and a link to 'Open article'.
- Key rules of brainstorming:** A section with a brain icon and a timer icon indicating 10 minutes. It lists five rules with icons: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

At the bottom of the main area, there is a large, empty white space for notes or drawings.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⌚ 10 minutes

TIP

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

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

3

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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Step-3: Idea Prioritization

4

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. They can confirm the spot by using the laser pointer holding the H key on the keyboard.

