

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

Template



Brainstorm & idea prioritization

Use this template to collaboratively generate ideas and shape solutions for improving freelance job discovery and accessibility through a digital platform.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-5 people recommended

●

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

1

Define your problem statement

To develop a centralized and user-friendly web platform that enables freelancers to easily discover genuine job opportunities while improving accessibility, efficiency, and reliability in the freelance job search process.

🕒 5 minutes

1

Team gathering

Team members discussed challenges faced by freelancers such as scattered job platforms, lack of trust, and difficulty in finding suitable opportunities.

2

Set the goal

To design a simple web-based platform that centralizes freelance opportunities and improves job search efficiency.

3

Learn how to use the facilitation tools

Reviewed existing freelancing websites, user needs, and basic web technologies for implementation.

[Open article](#) →

PROBLEM

How might we create a user-friendly platform that helps freelancers easily discover job opportunities in one centralized place?

Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

🕒 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

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. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

