

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18-06-2025
Team ID	LTVIP2025TMID53224
Project Name	HouseHunt: Finding Your Perfect Rental Home
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



Before you collaborate

- Keep everyone themselves well aware
- Get an overview
 - Prepare well with the HouseHunt's project's objectives, explore the brief
- Optimize the process
 - Pay attention to existing single pain points in rental process and identify improvement areas
- Become familiar with key features
 - Learn about its core functionalities including property listings

How might we enhance the house rental experience for users?



Key rules of brainstorming

Foster a collaborative session

- ✓ Encourage all ideas
- ✓ Go for quantity
- ✓ Defer judgment
- ✓ Link and improve

Step-2: Brainstorm, Idea Listing and Grouping



HouseHunt

Brainstorm

10 min

Write down any ideas that come to mind that address your problem statement.

Alice	Sage	Vishal	Person 3	Person 4	Person 5
Person 5	Person 6	Person 7	Person 8		

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In this exercise any single group should be no larger than six sticky notes, and try and break it up into

20 minutes

Person 4

Tip

If your groups and up
resive target. Some
up with a concise
descriptor for that
or group to use nesting.

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

