

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	23rd May 2025
Team ID	LTVIP2025TMID50776
Project Name	LearnHub
Maximum Marks	4 Marks

✅ *Step 1: Team Gathering, Collaboration & Problem Statement Selection*

🎯 **Define the Problem or Opportunity Area**

markdown

🧩 **Problem Statement:**

(e.g., “How can we increase student engagement and course completion rates in LearnHub?”)

Participants:

- *Product Owner*
- *Frontend Developer*
- *Backend Developer*
- *UX Designer*
- *Marketing / Content*
- *Educator (Domain expert)*

✅ *Step 2: Brainstorm, Idea Listing&Grouping*







Encourage wild ideas. Don't judge. Just capture!

🟡 **Instructions:**

- *Set a timer: 10 mins*

- Each member writes 3–5 ideas (use virtual sticky notes)
- Group similar ones after everyone's done

Brainstorm Categories

Category	Sample Ideas
 Student Features	- Gamify progress tracking- Add peer discussions- Save-for-later courses
 Teacher Tools	- Course versioning- Assignment auto-grading- Upload quizzes with analytics
 Admin Oversight	- Real-time analytics dashboard- Flag/report system for content- User heatmap
 Monetization	- Course bundle discounts- Referral rewards- Corporate learning licenses
 UI/UX	- Dark mode- Onboarding walkthrough- Multi-language support
 Engagement	- Weekly email digests- Leaderboards- Certificates on LinkedIn

Step 3: Idea Prioritization

Use “Effort vs. Impact” Matrix

Draw or create a virtual 2x2 grid like this:

	High Impact	Low Impact
Low Effort	★ Quick Wins (Do First)	✓ Easy Enhancements
High Effort	👉 Major Projects (Plan)	🚫 Delay / Backlog

✚ Place all brainstormed ideas inside the matrix. You can use color-coded sticky notes:

- = student
- = teacher
- = admin
- = general/platform

🗳 Optional: Dot Voting

Each team member gets 3 virtual votes. Use them on their top picks.

🏆 Top Voted Ideas	Votes
Gamified Dashboard	5
Certificate Sharing on LinkedIn	4
Course Preview Video	3

✚ Final Prioritization Table

💡 Idea	💥 Impact	🔧 Effort	🎯 Priority	Owner
Gamified Progress	High	Medium	★ High	Frontend
Analytics Dashboard	High	High	💪 Medium	Backend
Course Bundles	Medium	Low	✓ Medium	Product Team
Peer Discussions	High	High	💪 Medium	Full Stack
Multi-language	Medium	High	🚫 Low	Future Sprint

1 Step 2: Team Gathering, Collaboration & Problem Statement Selection

- ✓ Define the Problem or Opportunity Area



Problem Statement:

How can we increase student engagement and course completion rates in LearnHb?

Participants:

- Product Owner
- Frontend Developer
- Backend Developer
- UX Designer
- Marketing / Content
- Educator /Domain expert

Brainstrom Categories	Sample
Student Features	Gamifiy prog.
Teacher Tools	Course version
Admin Oversight	Assighment auto/gradling
Monetization	Flag/repor/ system for co-ment
UI/UX	Course bungle

3 Step 3: Idea Prioritization

→ Use "Effort vs. Impact" Matrix

Use Etliner	Fuck Enhancemets
● Quick Wins	✓ Medium
● Major Projects	● Medium
● Delay / Backlog	● Backlog

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● ● = admin : gérala

● ● = general/platformm-

👤 Final Voted Ideas Votes

Idea	Impact	Effort	Priority
Gamified Progress	High	Medium	★ High
Analytics Dashboard	High	High	● Medium
Course Bundles	Medium	Low	● Medium
Peer Discussions	High	High	● Medium