Ideation Phase Brainstorm & Idea Prioritization Template

Date	22nd May 2025
Team ID	LTVIP2025TMID56063
Project Name	House Hunt
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

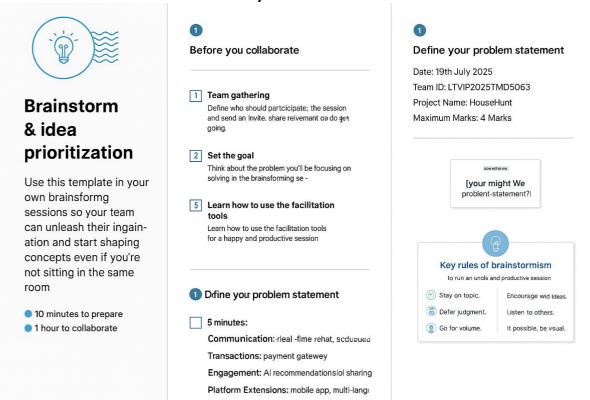
Step-1: Team Gathering, Collaboration and Problem Statement Selection

Attendees

- Konakalla Bala Maha Lakshmi (Team Leader)
- Kolluri Priya
- Kollipara Venkata Sai Karthik
- Kolusu Sai Ganesh

Selected Problem Statement (PS-1)

"A renter searching for an affordable home finds listings scattered and outdated, making me feel frustrated and overwhelmed by endless searches."





Brainstorm

Write down every idea that could solve our renter's pain of scattered, outdated list!

10 minutes

TIP

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(Capture wild_empibitlus ideas- even if they seenm Impractical at first)

Real-time chat between renter and owner Integrated payment gateway for quick booking Al-cdriven property recommenddations

Mobile a pp (105 & Android)

360° virtual tours and virtual staging

Tenant background and credit checks Saved favorites with socialshare links

Negighborhood insights (schools, crime, transit) Push notifications for price drops/ new matches

Virtual staging



Group Ideas

Cluster similar stickynotes into themes—you'll-end up with 4–5 groups:

20 minutes

TIP

Use colored tags or frames to mark each theme for clarity!

Communication	Transactions	Engagement & Discovery	Visualization & immersion
Real-time chat	Payment gateway		
	Tenant	Al recommendations	360° virtual tours

Step-3: Idea Prioritization

