

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"A renter searching for an affordable home finds listings scattered and outdated, making me feel frustrated and overwhelmed by endless searches."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

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

- 10 minutes to prepare
- 1 hour to collaborate

1 Before you collaborate

1 Team gathering

Define who should participate; the session and send an Invite. share reivemant oa do get going.

2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming se -

5 Learn how to use the facilitation tools

Learn how to use the facilitation tools for a happy and productive session

1 Define your problem statement

☐ 5 minutes:


Communication: rreal -time rehat, scdueued
Transactions: payment gateway
Engagement: Al recommendationsiol sharing
Platform Extensions: mobile app, multi-lang

1 Define your problem statement

Date: 19th July 2025
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Project Name: HouseHunt
Maximum Marks: 4 Marks


Download


[your might We
problem-statement?]





Key rules of brainstormism


to run an unols and productive session


 Stay on topic.

 Defer judgment.

 Go for volume.

 Encourage wid Ideas.

 Listen to others.

 It possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

A

Brainstorm

Write down every idea that could solve our renter's pain of scattered, outdated list!

● 10 minutes

TIP



(Capture wild_ideas- even if they seem impractical at first)

Real-time chat between renter and owner	Integrated payment gateway for quick booking	AI-driven property recommendations	Mobile app (iOS & Android)	360° virtual tours and virtual staging
Tenant background and credit checks	Saved favorites with social-share links	Neighborhood insights (schools, crime, transit)	Push notifications for price drops/new matches	Virtual staging

B

Group Ideas

Cluster similar sticky notes 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	AI recommendations	360° virtual tours

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

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.

