Ideation Phase Brainstorm & Idea Prioritization

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| Date | 1st -April-2025 |
| Team ID | SWTID1743512046 |
| Project Name | Tune Trail |
| Maximum Marks | 4 Marks |

# Brainstorm & Idea Prioritization Template:

At Tune Trail, brainstorming sessions are structured to foster open collaboration and creative thinking. The goal is to generate a wide range of ideas—regardless of complexity—that can address user needs and platform goals.

All team members are encouraged to share and build upon each other’s suggestions. This process supports the development of innovative solutions and helps prioritize ideas for implementation based on impact, feasibility, and alignment with our vision.

# Brainstorming

Using collaborative brainstorming sessions and whiteboarding techniques, we generated various ideas to improve the overall user and artist experience.

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

During our initial brainstorming session, the team collaboratively discussed pain points in the digital music streaming and playlist management space. A key issue identified was the lack of a personalized and seamless user experience for music discovery and playlist organization.

Selected Problem Statement:

"As a user of music platforms, I often struggle to discover relevant songs and manage playlists intuitively, leading to a less engaging and enjoyable music experience."

This issue reflects a widespread need across casual listeners and music enthusiasts, making it a critical area to address.

Step-2: Brainstorm, Idea Listing, and Grouping

The team conducted a structured brainstorming session using collaborative tools. The ideas were then grouped into four major categories for clarity and prioritization:

## User-Centric Features

* + Personalized playlist creation
  + Smart song recommendations based on mood/activity
  + Like, save, and share functionalities
  + Playlist import/export

## Artist Dashboard

* + Upload and manage tracks
  + View listener analytics and feedback
  + Edit profile and genre tags
  + Schedule song releases

## Technical Enhancements

* JWT-based secure authentication
* MongoDB Atlas for scalable cloud storage
* Tailwind CSS for responsive UI
* RESTful API with Express.js backend

Step-3: Idea Prioritization

We categorized each idea based on **Impact** and **Feasibility** (High, Medium, Low):

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature/Idea** | **Impact** | **Feasibility** | **Priority** |
| **Playlist Creation & Management** | **High** | **High** | **Top** |
| **Song Upload** | **Medium** | **Medium** | **Top** |
| **Music Recommendation** | **High** | **Medium** | **Next** |

This structured prioritization ensured alignment on user-centric goals and allowed the team to focus on high-value deliverables. The **MVP** emphasized **playlist creation, song uploads, and basic recommendation features** to provide immediate functionality and engagement.