Ideation Phase

# Brainstorm & Idea Prioritization Template

Date: 20 May 2025

Team ID:

Project Name: Video Conferencing App

Maximum Marks: 4 Marks

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.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

## Step-1: Team Gathering, Collaboration and Select the Problem Statement

- Identified key issues in current conferencing tools: high setup friction, security concerns, and lack of real-time flexibility.  
- Decided to focus on building a browser-native, peer-to-peer app for quick and secure video meetings.  
- Target users include remote teams, educators, and freelancers.

## Step-2: Brainstorm, Idea Listing and Grouping

* - Anonymous room creation with temporary links
* - Integrated recording with one-click download
* - Real-time chat overlay in video screen
* - Mic/Camera/Screen toggle with live preview
* - Browser notifications for join requests
* - Simple landing page with QR code room access
* - Dark mode and low-bandwidth mode
* - No-login room access for guests

## Step-3: Idea Prioritization

- \*\*High Priority:\*\* Room creation, chat, recording, mic/camera toggle, screen sharing  
- \*\*Medium Priority:\*\* Dark mode, no-login guest access, join notifications  
- \*\*Low Priority:\*\* QR code access, low-bandwidth mode (future versions)  
- Prioritized based on frequency of user pain points and technical feasibility within MVP timeline.

Brainstorming & Prioritization Canvas Reference:

