

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	28 <sup>th</sup> June 2025
Team ID	LTVIP2025TMID53029
Project Name	Booknest:Where Stories Nestle
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 Select the Problem Statement




## 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  
 2-8 people recommended

 **Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.


**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

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**1**

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes







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**PROBLEM**

How might we [your problem statement]?

**Key rules of brainstorming**

To run a smooth and productive session

-  Stay in topic.
-  Encourage wild ideas.
-  Defer judgment.
-  Listen to others.
-  Go for volume.
-  If possible, be visual.

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

**Phase** : Details

**Objective** : Generate as many ideas as possible to address user needs and project goals.

**Participants** : Project team, stakeholders, target users (optional feedback).

**Tools Used** : Whiteboard, Sticky Notes, Miro Board / Jamboard / Notion.

## Step 3: Idea Prioritization – BookNest

**Objective** Select the most valuable and feasible ideas from brainstorming to move forward with.

**Method Used** MoSCoW Model (Must Have, Should Have, Could Have, Won't Have Now) + Value vs Effort Matrix

### ♦ MoSCoW Prioritization Table

Priority	Idea
Must Have	Book listing (buy/sell/lend), user registration/login, filters
Should Have	In-app chat, book condition photos, user reviews
Could Have	QR code scanning, book alerts, pickup/delivery request
Won't Have	AI recommendations, gamification features (for now)

### ♦ Value vs Effort Matrix

	Low Effort	High Effort
High Value	- Book listing - Filters	- In-app chat - Book alerts
Low Value	- QR scanning	- Gamification - AI suggestions

### ♦ Final Selected Features for MVP

- ✓ Book listing with filters
- ✓ User login/registration
- ✓ Book details with condition & photo
- ✓ Basic chat feature
- ✓ Wishlist/favorites section