Ideation Phase Brainstorm & Idea Prioritization Template

| Date | 28 th June 2025 |
|---------------|-------------------------------|
| Team ID | LTVIP2025TMID53029 |
| Project Name | Booknest:Where Stories Nestle |
| Maximum Marks | 4 Marks |

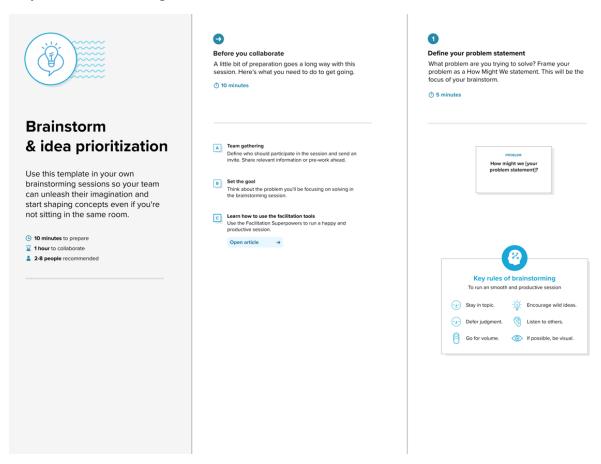
Brainstorm & Idea Prioritization Template:

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



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 MoSCoW Model (Must Have, Should Have, Could Have, Won't Have Now) + Value vs

Used 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 - In-app chat - Filters - Book alerts

Low Value - QR scanning - Gamification - Al suggestions

Final Selected Features for MVP

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