Ideation Phase
Brainstorm & Idea Prioritization Template

Date	15-05-2025
Team ID	LTVIP2025TMID20432
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

Problem Statement:
Sarah is an avid reader with a passion for exploring new genres and authors. However, her busy schedule often leaves her with limited time to visit physical bookstores. Sarah is looking for a solution that allows her to discover and purchase books conveniently, without compromising her reading preferences or the joy of browsing through a bookstore.

Our MERN Stack Book-Store Application aims to provide a seamless digital platform for bibliophiles to browse, select, and purchase books through an intuitive and feature-rich web interface.

Step-2: Brainstorm, Idea Listing and Grouping

• User Authentication: Allow users to register accounts securely, log in, and authenticate their identity.
• Book Listings: Display a comprehensive list of available books with all details.
• Book Selection: Filter books based on genre, author, ratings, and popularity.
• Purchase Process: Add books to cart, specify quantity, and complete secure purchases.
• Order Confirmation: Show confirmation with order details and unique order ID.
• Order History: View current and past orders with shipment tracking and reviews.
• Responsive UI: Ensure consistent and delightful experience across all devices.
• Inventory Management: Track stock, availability, and ratings in real-time.
• Admin Dashboard: Manage books, users, inventory and orders efficiently.
• Recommendation System: Suggest personalized books based on user interest.

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note
and hit the pencil [switch to
sketch] icon to start drawing!

Amar   Yuktesh   Person 3   Person 4

Person 5   Person 6   Person 7   Person 8

3

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go.
In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger
than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Person 4

TIP
Add customizable tags to sticky
notes to make it easier to find,
browse, organize, and
categorize important ideas as
themes within your mural.

Step-3: Idea Prioritization

High Priority (Must-Have):
• User Authentication
• Book Listings
• Book Selection
• Purchase Process
• Order Confirmation
• Order History

Medium Priority (Nice-to-Have):
• Responsive UI
• Inventory Management
• Admin Dashboard

Low Priority (Optional):
• Recommendation System
• Shipment Tracking
• Social Media Integration

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**

♡

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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.

🏳

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)