Ideation Phase Brainstorm & Idea Prioritization

Date	18 June 2025
Team ID	LTVIP2025TMID29498
Project Name	Asset Management Portal
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Portal. The goal was to generate a diverse range of innovative and practical ideas to address the tracking, allocation, and lifecycle management of organizational assets. The team adopted an open and collaborative approach, creating a safe space where all contributions were welcomed without judgment. Emphasis was placed on creativity and collective input to ensure a well-rounded foundation for the project.

Key Elements of the Brainstorming Phase:

- **Volume Over Immediate Value**: Encouraged a large number of ideas without evaluating feasibility upfront, to uncover all possible features and solutions.
- **Unconventional Thinking**: Welcomed novel and bold ideas that could later be refined, allowing for outside-the-box functionality and interface designs.
- **Team Collaboration**: Fostered an environment where team members could build on each other's suggestions, leading to hybrid or enhanced concepts.
- **Structured Capture**: Used a shared document/template to organize ideas systematically, making it easier to evaluate and filter them later.

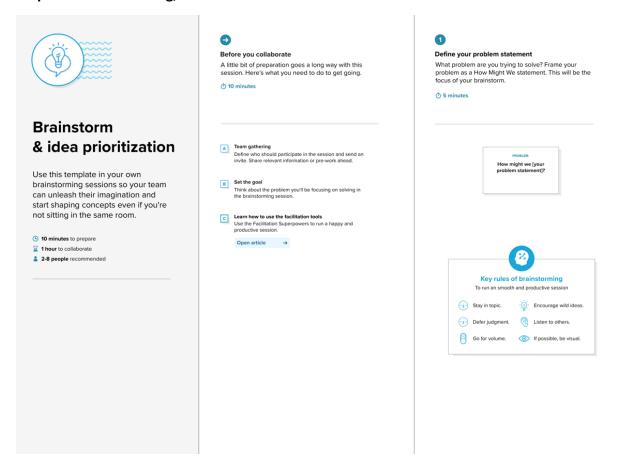
Following this ideation phase, the team transitioned to **Idea Prioritization** to narrow down the features and capabilities that would drive the project's success and stay within scope.

Criteria for Idea Prioritization:

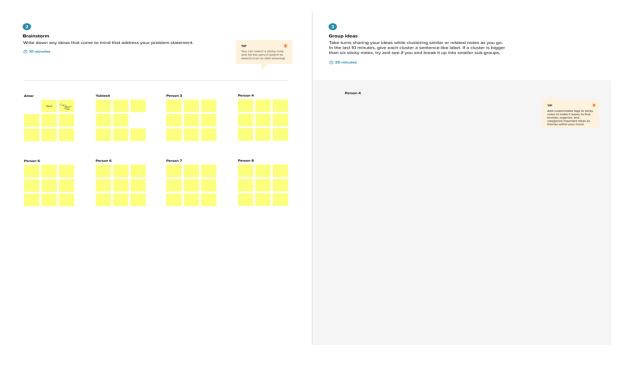
- **Feasibility**: Assessed technical viability within the constraints of the development environment, timeline, and available resources.
- **Platform Alignment**: Evaluated how well ideas aligned with the tools and technologies being used (e.g., web portal frameworks, databases).
- **Impact & Efficiency**: Selected features that would have the greatest positive effect on asset utilization, tracking accuracy, and administrative workload reduction.
- **User-Focus**: Prioritized ideas that enhanced the experience for both employees (requesting assets) and administrators (managing lifecycle and reporting).

• **Automation Potential**: Favored solutions that could automate repetitive tasks, trigger alerts, and reduce manual intervention.

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



Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

