**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**

**Brainstorming** was undertaken as an essential first step in shaping the **Asset Management 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**

Graphical user interface, application

Description automatically generated

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

Graphical user interface, treemap chart

Description automatically generated

**Step-3: Idea Prioritization**

A screen shot of a graph

AI-generated content may be incorrect.