Ideation Phase Brainstorm & Idea Prioritization Template

Date	25-06-2025
Team ID	LTVIP2025TMID52984
Project Name	FreelanceFinder
Maximum Marks	4 Marks

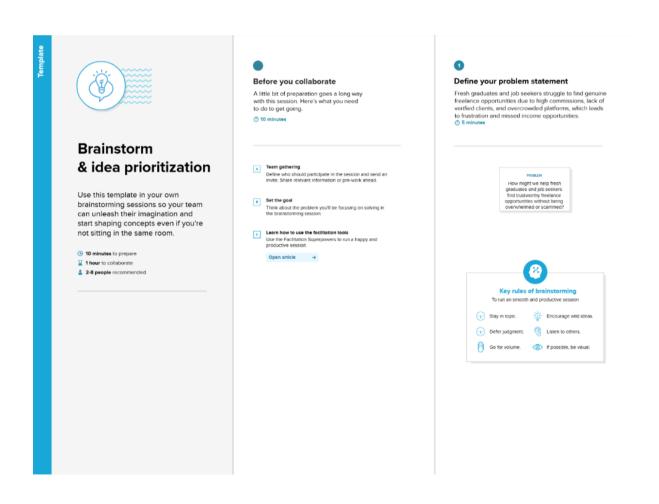
Brainstorm & Idea Prioritization Template:

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



Brainstorm

- Freelancer profile verification
 Skill-based job matching
 Zero/low commission model
 Client-freelancer review system
- Freelance learning hub
 Referral and reward system

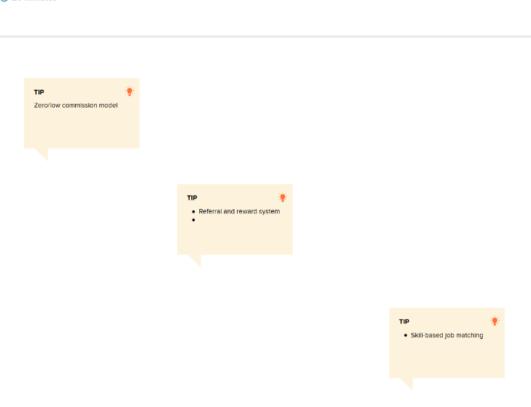
Person 1 Person 2



Group ideas

We prioritized ideas using an Impact vs. Feasibility Matrix. High-impact and feasible ideas included freelancer verification and client reviews. More complex ideas like smart matching algorithms were marked for long-term implementation.

① 20 minutes



Step-3: Idea Prioritization



Prioritize

- High Impact & Low Effort: Freelancer Verification, Reviews
 High Impact & High Effort: Matching Algorithm
 Nice to Have: Learning Hub

① 20 minutes

