Ideation Phase
Brainstorm & Idea Prioritization

Date	12 July 2025
Project Name	Freelance Finder
Maximum Marks	

Brainstorm & Idea Prioritization:

Brainstorming is key to uncovering the real challenges freelancers face and designing innovative solutions. In our Freelance Finder project, this session provides a free and open space where every team member contributes to solving issues like lack of visibility, poor personalization, and platform bias.

We prioritize quantity over perfection, welcoming bold, out-of-the-box ideas—from new feature suggestions to user experience improvements. All ideas are built upon collaboratively, helping us shape a freelance platform that supports new and mid-level freelancers, promotes fairness, and fosters creativity.

Use this template to unleash your team's imagination and begin shaping impactful solutions, whether you're working together in person or remotely.

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

Brainstorm & Idea Prioritization

- **10 minutes** to prepare
- **1 hour** collaboration
- **4 participants**

🔧 **Pre-Session Setup**
Prep Time: ~10 minutes

A

Team Selection Invite 4 participants with diverse skills or viewpoints. Share any prep materials early.

B

Define Objectives Clarify the challenge you'll explore so everyone arrives focused.

C

Select Tools Choose virtual whiteboards, sticky notes, or collaborative docs to guide the session.

Problem Statement: Freelance Finder Platform

Freelancers, especially early-career professionals, face significant hurdles when trying to find legitimate work opportunities online. Common challenges include high platform fees, lack of trust in client profiles, inconsistent project quality, and overwhelming competition—making it difficult for freelancers to secure reliable income and build long-term client relationships.

Problem

How might we create a trustworthy, low-barrier freelance platform that connects skilled individuals with genuine clients while minimizing fees, reducing spam, and promoting fair project visibility?

Key rules of BrainStorming
To run an smooth & productive session

- Aim for a high quantity of ideas first
- Build off each other's suggestions
- Hold off on criticism until the end
- Stay open to unconventional thinking
- Visualize concepts with diagrams or sketches

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Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm – Key Features
Profile Verification – Builds client trust through verified freelancer profiles.

Skill-Based Matching – Connects freelancers to jobs based on actual skills, not ratings.

Low/No Commission – More earnings by cutting platform fees.

Review System – Two-way reviews for fairness and accountability.

Learning Hub – Courses and tips to help freelancers grow.

Referral Rewards – Earn rewards for inviting quality users

PERSON 1			PERSON 2			PERSON 3			PERSON 4		
Client-freelancer review system			Freelancer profile verification			Zero/low commission model			Freelance learning hub		

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step 3: Idea Prioritization

Group Ideas

We used the Impact vs. Feasibility Matrix to prioritize solutions.

High-impact and feasible ideas include:
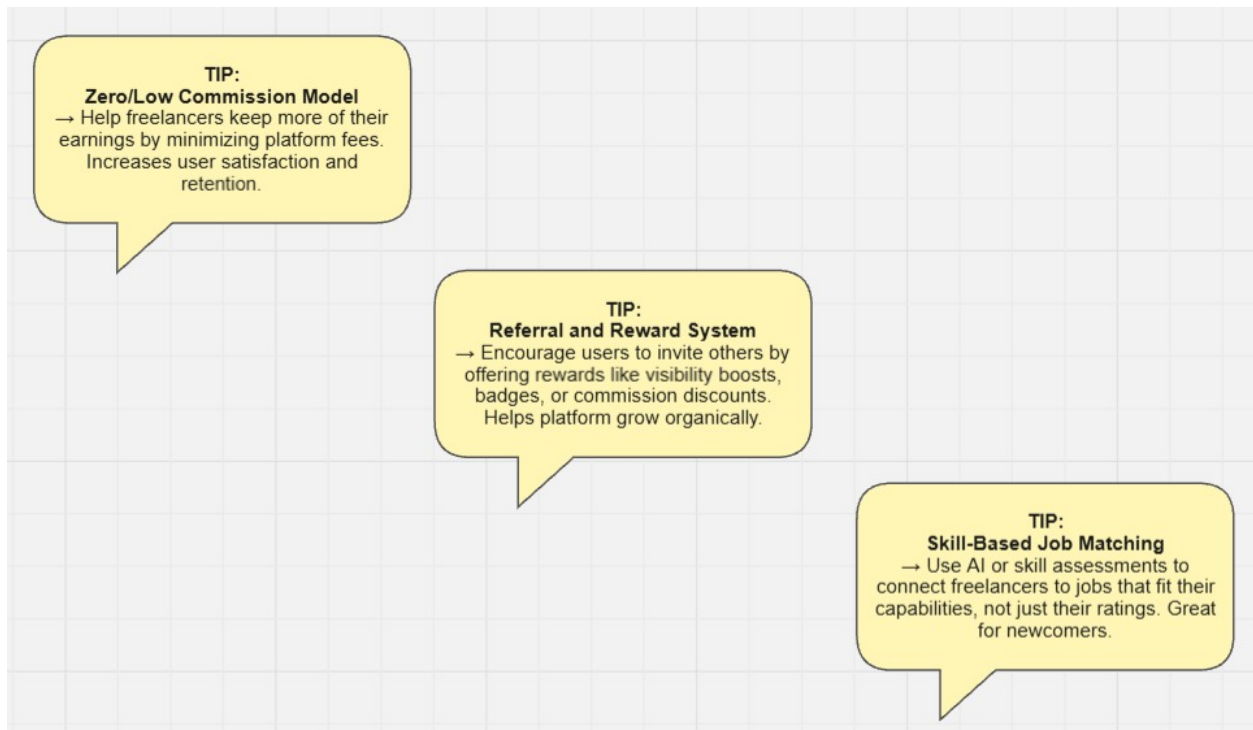Freelancer Profile Verification – Improves trust instantly.
Client-Freelancer Review System – Promotes fairness.

Long-term but valuable ideas:
Skill-Based Job Matching – More accurate and fair hiring.
Zero/Low Commission Model – Makes the platform more attractive.
Referral & Reward System – Encourages user growth and loyalty.

TIP:
Zero/Low Commission Model
→ Help freelancers keep more of their earnings by minimizing platform fees. Increases user satisfaction and retention.

TIP:
Referral and Reward System
→ Encourage users to invite others by offering rewards like visibility boosts, badges, or commission discounts. Helps platform grow organically.

TIP:
Skill-Based Job Matching
→ Use AI or skill assessments to connect freelancers to jobs that fit their capabilities, not just their ratings. Great for newcomers.

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Prioritize

We used an Impact vs. Feasibility Matrix to organize our ideas for Freelance Finder. Based on our brainstorming, we prioritized ideas as follows:

High Impact & Low Effort
 ☐ Freelancer Profile Verification
 ☐ Client-Freelancer Review System
 These features are easy to implement and immediately boost trust and platform quality.
High Impact & High Effort
 ☐ Skill-Based Job Matching Algorithm
 Offers strong value for users but requires complex development and AI training.
Nice to Have
 ☐ Freelance Learning Hub
 Adds long-term value by supporting skill growth, but not critical in the MVP phase

High Impact

Do it now

| Freelancer Profile Verification | Client-Freelancer Review System | Referral & Reward System |

| Basic Job Filters (Skill, Budget, Deadline) | User-Friendly UI/UX Design | Onboarding Guide for New Freelancers |

Do it next

| Skill-Based Job Matching Algorithm (AI/ML) | Dynamic Portfolio Builder | Client Trust Score System |

| Multi-language Support | Freelancer Rating Recovery Program | Automated Job Recommendations |

Low Effort ←————————————————————→ **High Effort**

Do it if/when there is time

| Theme Customization for Profiles | Animated Walkthroughs | Motivational Badges |

| Dark Mode | Basic Analytics Dashboard for Freelancers | In-app Sound Notifications |

Don't do it

| Metaverse-based Client Meetings | NFT Portfolio Integration | Blockchain-Powered Payments |

| AR/VR Feature Demos | Offline Mobile Sync | Freelancer Social Feed |

Low Impact