# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date: 9 August 2025

Team ID: —

Project Name: Freelancer MERN Stack Platform

Maximum Marks: 4 Marks

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

Problem Statement:  
Current freelancing platforms often have high service fees, delayed payments, complex user interfaces, and lack personalized project-matching features. Our goal is to build a MERN stack web application that allows clients to post projects, freelancers to bid, and both parties to communicate and make payments securely — with lower fees, faster payments, and a modern, user-friendly interface.

### Step 2: Brainstorm, Idea Listing and Grouping

Raw Idea List:

* User Authentication & Profiles — Clients and freelancers with profile pages, portfolios, and skill tagging.
* Project Posting & Bidding — Clients post requirements, freelancers submit proposals.
* Real-Time Chat — In-app messaging with file sharing for project discussions.
* Secure Payment Gateway — Escrow system ensuring safe transactions for both sides.
* Project Matching Algorithm — AI/ML-based recommendations for matching freelancers to jobs.
* Rating & Review System — Feedback mechanism to ensure trust and quality.
* Dispute Resolution System — A built-in mediation process for handling conflicts.
* Subscription Plans — Premium features for faster bidding, higher visibility, and analytics.
* Responsive UI/UX — Fully optimized for mobile and desktop users.
* Notifications System — Real-time alerts for project updates, messages, and payment statuses.

Grouped Ideas:

Core Features: Authentication, Project Posting, Bidding, Chat, Payment Gateway

Enhancements: Matching Algorithm, Ratings, Reviews, Notifications

Business Growth Features: Subscription Plans, Analytics, Premium Listings

Trust & Safety: Dispute Resolution, Escrow Payments, Profile Verification

### Step 3: Idea Prioritization

Priority 1 (MVP):

* User Authentication & Profiles
* Project Posting & Bidding
* Real-Time Chat
* Secure Payment Gateway (Escrow)
* Responsive UI/UX

Priority 2 (Post-MVP Enhancements):

* Rating & Review System
* Notifications System
* Project Matching Algorithm

Priority 3 (Scaling & Monetization):

* Subscription Plans
* Analytics Dashboard
* Dispute Resolution System