**✅ Ideation Phase**

**Brainstorm & Idea Prioritization Template**

**Date**

30 June 2025

**Team ID**

LTVIP2025TMID49959

**Project Name**

Your Center for Skill Enhancement (Online Learning Platform)

**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**

**Team Members Present:**

* M. Sudha Rani
* G. Bharathi
* S. Sindhuja
* T. Nageswari
* M. Bindu Sai
* G. B. Dharani

**Problem Statement Selected:**

“Many students and working professionals lack access to a centralized, user-friendly online learning platform that offers interactive courses, progress tracking, secure payments, and digital certification. Existing solutions are fragmented and fail to deliver a seamless, engaging learning experience.”

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

**Brainstormed Ideas**

| **Idea ID** | **Idea Description** |
| --- | --- |
| I-001 | Separate dashboards for Students, Teachers, and Admins |
| I-002 | Stripe payment integration for premium courses |
| I-003 | Interactive discussion forums for learner engagement |
| I-004 | Dynamic course creation and management by teachers |
| I-005 | PDF certificate generation after course completion |
| I-006 | Secure user login with JWT authentication |
| I-007 | Fully responsive design for mobile and desktop |
| I-008 | Course filtering and search options |
| I-009 | Social login (Google, Facebook) integration |
| I-010 | Analytics and reports for admin monitoring |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Grouping of Ideas**   | **Theme** | **Associated Ideas** | | --- | --- | | Platform Core Features | I-001, I-004, I-005, I-006, I-007 | | Payments & Monetization | I-002 | | User Engagement | I-003, I-008 | | Ease of Access | I-009 | | Analytics & Monitoring | I-010 | |  |

**✅ Step-3: Idea Prioritization**

**Prioritization Matrix (Impact vs Effort)**

| **Idea ID** | **Idea Description** | **Impact** | **Effort** | **Priority** |
| --- | --- | --- | --- | --- |
| I-001 | Separate dashboards | High | Medium | High |
| I-002 | Stripe payment integration | High | Medium | High |
| I-003 | Discussion forums | Medium | Medium | Medium |
| I-004 | Dynamic course management | High | Medium | High |
| I-005 | Digital certificate generation | High | Low | High |
| I-006 | JWT secure login | High | Medium | High |
| I-007 | Responsive design | High | Medium | High |
| I-008 | Course filtering | Medium | Medium | Medium |
| I-009 | Social login | Medium | Medium | Medium |
| I-010 | Analytics for admin | Medium | High | Medium |

**Visual Diagram – Impact vs Effort Matrix**

**HIGH IMPACT**

**LOW EFFORT**

**HIGH EFFORT**

**LOW IMPACT**

HIGH IMPACT

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LOW | I-005 | I-001, I-002, I-004,

EFFORT| | I-006, I-007

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HIGH | | I-010

EFFORT| I-003, I-008, |

| I-009 |

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LOW IMPACT

Final Prioritized Features for Initial Implementation

✅ I-001 – Dashboards

✅ I-002 – Stripe payment

✅ I-004 – Dynamic course management

✅ I-005 – Certificate generation

✅ I-006 – JWT authentication

✅ I-007 – Responsive design

Lower-priority ideas (e.g. social login, analytics) will be planned for future phases.

Outcome:

The team successfully generated and prioritized ideas to ensure maximum impact for launch while keeping development efforts realistic and manageable.