Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS36344
Project Name	BookNest: Where Stories Nestle
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

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Brainstorm

Gather 2–8 participants (students, users, teammates). Share the problem statement and any user insights or empathy maps beforehand.

🕐 **10 minutes**

Person 1

Add a "Guest Checkout" option to speed up buying.	Display book availability status clearly (e.g. "In Stock", "Ships in 2 Days").	Include student discount filters.

Person 2

Implement smart search with auto-suggestions and genres.	Offer audio previews for audiobooks.	Add a "Bundle Buy" option for book series.

Person 3

Enable users to reserve out-of-stock books.	Add a "Books Under ₹200" quick filter.	Show trending books by category.

Person 4

Provide real-time delivery tracking.	Let users post video reviews.	Offer AI recommendations based on reading history.

Person 5

Simplify the checkout into 2 steps max.	Offer reward points on purchases.	Let users sort by delivery speed.

Person 6

Highlight eco-friendly book delivery options.	Allow comparison between book editions (price, publisher).	Integrate WhatsApp for order updates.

Person 7

Add "Share Wishlist" option with friends.	Include an "Ask the Seller" feature.	Allow saving multiple addresses for gifting.

Person 8

Introduce a dark mode reading experience for samples.	Provide user-curated lists (e.g., "Top 10 for UPSC").	Enable offline reading for free e-books.

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕐 **20 minutes**

Person 4

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Edition comparison (price, publisher, reviews)

Real-time delivery tracking

Offline reading

Dark mode for reading samples

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)