

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID53250
Project Name	FreelanceFinder
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Through FreelanceFinder 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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Template

Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

Team gathering

Define who must participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to ask the facilitation rules

Use the Facilitation Superpowers to run a Fajago and productive session.

Open actions

Define your problem statement

Fresh graduates and job seekers struggle to find genuine freelance opportunities due to high commissions, lack of verified clients, and overcrowded platforms, which leads to frustration and missed income opportunities.

5 minutes

Problem

How might we help fresh graduates and job seekers find to achieve freelance opportunities without being overwhelmed or scammed?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Build on others
- Listen to others
- Go for volume
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

2

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



Person 3



Person 4



3

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.

🕒 20 minutes

TIP

Zero/low commission model



TIP

- Referral and reward system
-



TIP

- Skill-based job matching



Step-3: Idea Prioritization

4

Prioritize

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

🕒 20 minutes

