Ideation Phase Brainstorm & Idea Prioritization Template
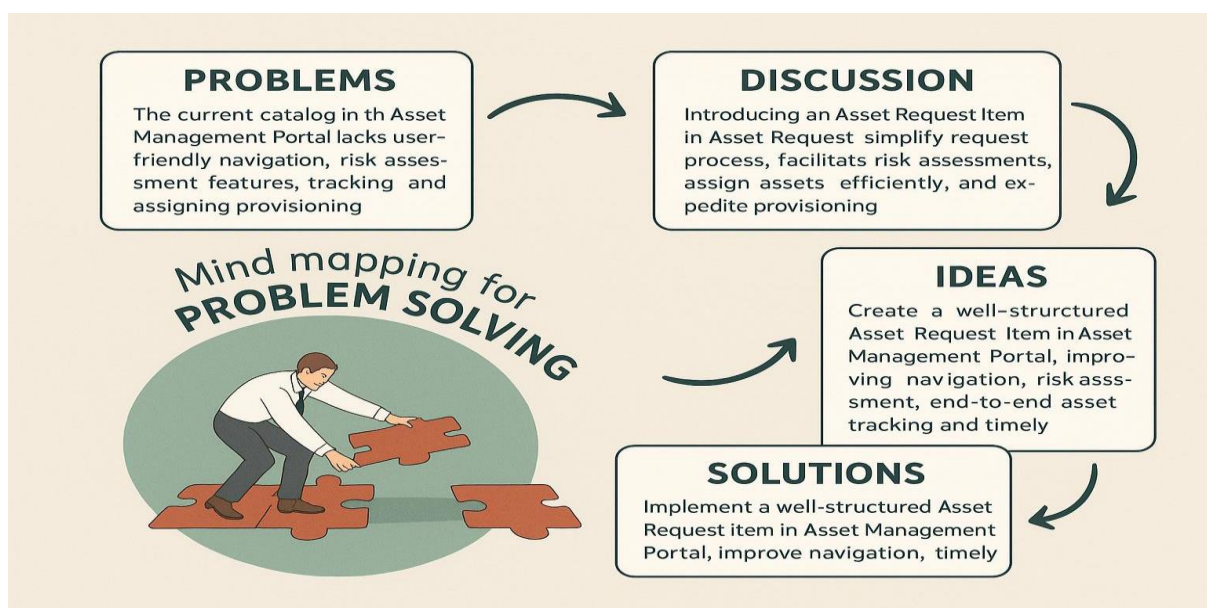
Date	20 Feb 2026
Team ID	LTVIP2026TMIDS60253
Project Name	Asset Management Portal
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

In the initial phase of the Asset Management Portal project, the team engaged in brainstorming sessions to identify common challenges faced in managing assets within an organization. Ideas were gathered from various stakeholders, including IT staff, asset handlers, and administrative personnel. Key focus areas included asset tracking, timely maintenance alerts, inventory audits, and role-based access to asset information. A collaborative environment encouraged open discussions and multiple innovative solutions were proposed, ranging from real-time asset monitoring to automated depreciation calculations and QR-based identification systems.

After gathering ideas, the team evaluated each based on feasibility, impact, and alignment with the project's goals. High-priority features included a centralized asset database, scheduled job automation for reporting, and user-friendly UI for easy navigation. These were chosen for their potential to improve efficiency and accuracy in asset tracking and management. A prioritization matrix helped to rank ideas, ensuring that the most critical functionalities were addressed first. This structured approach laid a strong foundation for the development phase and helped streamline the implementation roadmap.

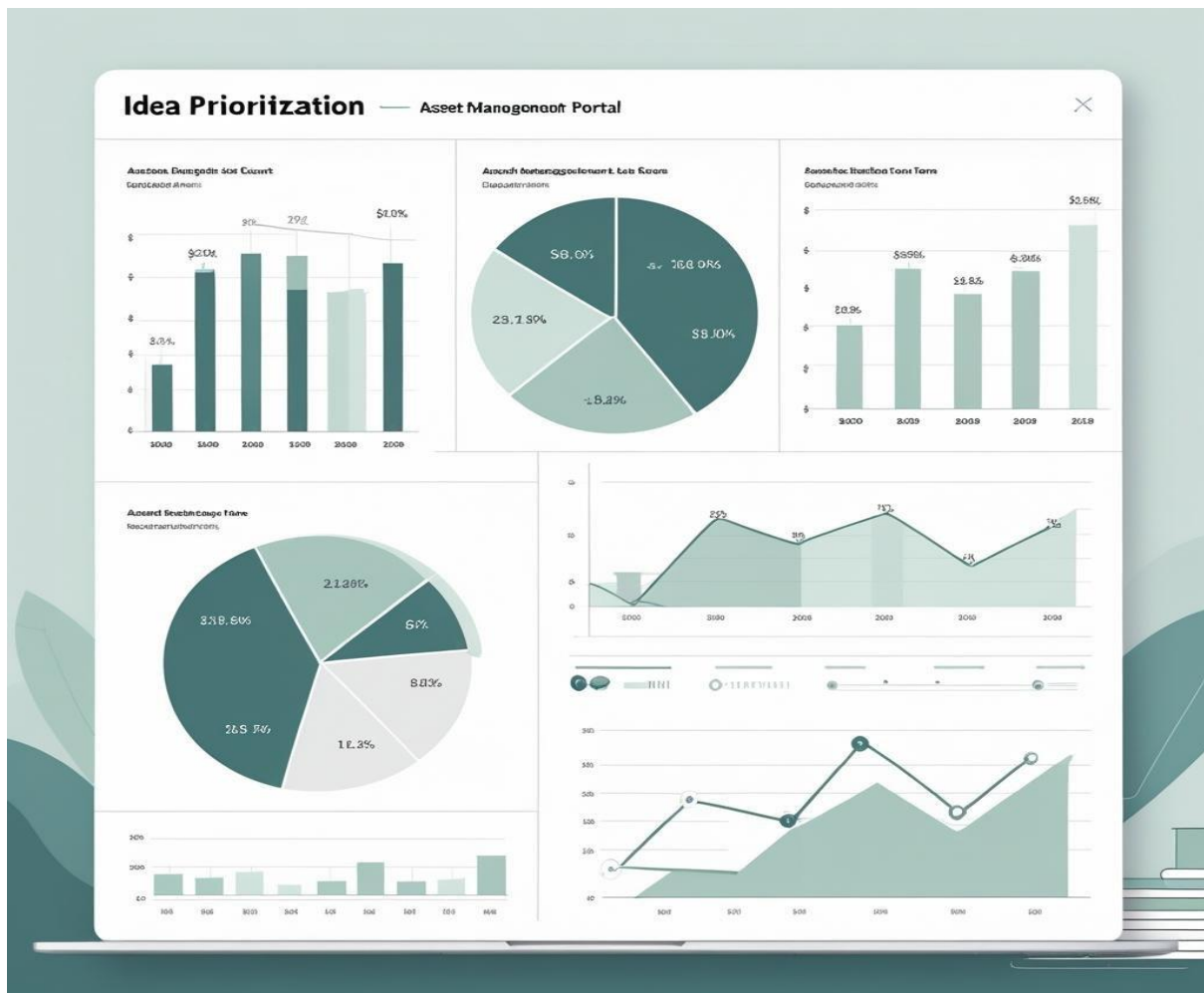**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

Step:2.Brainstorm, Idea Listing and Grouping

Brainstorm: Team members generate ideas freely to identify issues and improvement areas in the asset management process.

Idea Listing: All proposed ideas are documented to capture every suggestion for enhancing the portal.

Grouping: Similar ideas are categorized to recognize patterns and prioritize effective solutions.

Step -3: Idea Prioritization

Idea Prioritization:

After collecting and grouping all ideas during the brainstorming phase, the team conducted an idea prioritization exercise to identify the most impactful and feasible features for the Asset Management Portal. Each idea was evaluated based on criteria such as ease of implementation, user benefit, cost-effectiveness, and alignment with project goals. High-priority features included real-time asset tracking, automated report generation, and role-based access control. These were chosen for their potential to significantly improve efficiency, transparency, and user experience. This structured prioritization helped create a clear development roadmap focused on delivering maximum value within project constraints.