Ideation Phase
Brainstorm & Idea Prioritization

Date	12-07-2025
Project Name	Freelance Finder
Maximum Marks	

Brainstorm & Idea Prioritization Template:

Brainstorming is key to uncovering the real challenges freelancers face and designing innovative solutions. In our Freelance Finder project, this session provides a free and open space where every team member contributes to solving issues like lack of visibility, poor personalization, and platform bias.

We prioritize quantity over perfection, welcoming bold, out-of-the-box ideas—from new feature suggestions to user experience improvements. All ideas are built upon collaboratively, helping us shape a freelance platform that supports new and mid-level freelancers, promotes fairness, and fosters creativity.

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

Brainstorm & Idea Prioritization

- **10 minutes** to prepare
- **1 hour** collaboration
- **4 participants**

🔧 **Pre-Session Setup**
Prep Time: ~10 minutes

A

Team Selection Invite 4 participants with diverse skills or viewpoints. Share any prep materials early.

B

Define Objectives Clarify the challenge you'll explore so everyone arrives focused.

C

Select Tools Choose virtual whiteboards, sticky notes, or collaborative docs to guide the session.

Problem Statement: Freelance Finder Platform

Freelancers, especially early-career professionals, face significant hurdles when trying to find legitimate work opportunities online. Common challenges include high platform fees, lack of trust in client profiles, inconsistent project quality, and overwhelming competition—making it difficult for freelancers to secure reliable income and build long-term client relationships.

Prompt Format

How might we create a trustworthy, low-barrier freelance platform that connects skilled individuals with genuine clients while minimizing fees, reducing spam, and promoting fair project visibility?

Key rules of BrainStorming
To run an smooth & productive session

- Aim for a high quantity of ideas first
- Build off each other's suggestions
- Hold off on criticism until the end
- Stay open to unconventional thinking
- Visualize concepts with diagrams or sketches

Step-2: Brainstorm, Idea Listing, and Grouping

Brainstorm – Key Features

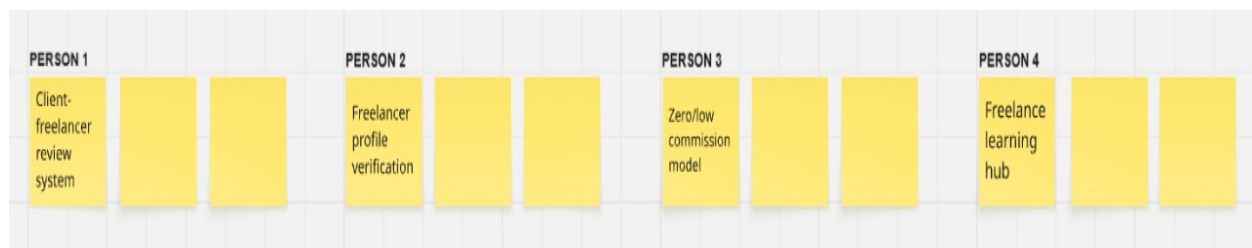Profile Verification – Builds client trust through verified freelancer profiles.

Skill-Based Matching – Connects freelancers to jobs based on actual skills, not ratings.

Low/No Commission – More earnings by cutting platform fees.

Review System – Two-way reviews for fairness and accountability.

Learning Hub – Courses and tips to help freelancers grow.

Referral Rewards – Earn rewards for inviting quality users.

PERSON 1			PERSON 2			PERSON 3			PERSON 4		
Client-freelancer review system			Freelancer profile verification			Zero/low commission model			Freelance learning hub		

Step-3: Idea Prioritization

Group Ideas

We used the Impact vs. Feasibility Matrix to prioritize solutions.
High-impact and feasible ideas include:

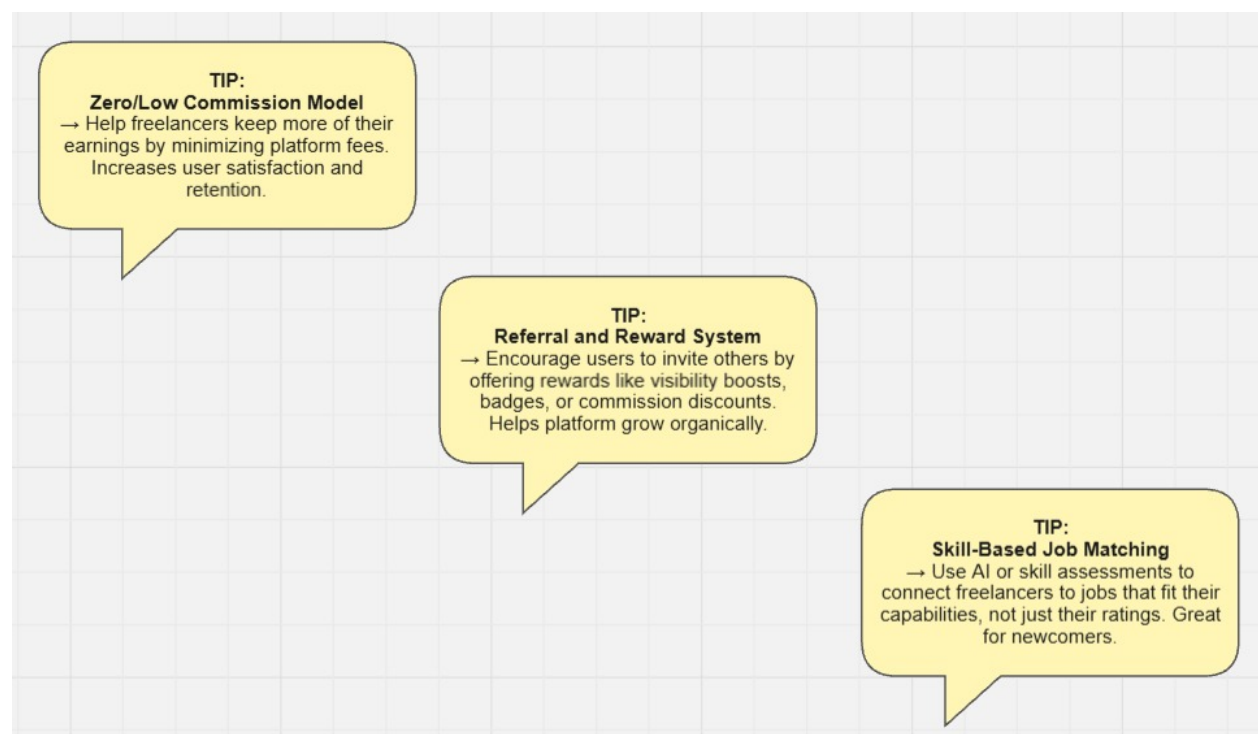Freelancer Profile Verification – Improves trust instantly.
Client-Freelancer Review System – Promotes fairness.

Long-term but valuable ideas:

Skill-Based Job Matching – More accurate and fair hiring.
Zero/Low Commission Model – Makes the platform more attractive.
Referral & Reward System – Encourages user growth and loyalty

Step-4: Prioritize

We used an Impact vs. Feasibility Matrix to organize our ideas for Freelance Finder. Based on our brainstorming, we prioritized ideas as follows:

High Impact & Low Effort
⬜ *Freelancer Profile Verification*
⬜ *Client-Freelancer Review System*

These features are easy to implement and immediately boost trust and platform quality.
High Impact & High Effort
⬜ *Skill-Based Job Matching Algorithm*
Offers strong value for users but requires complex development and AI training.
Nice to Have
⬜ *Freelance Learning Hub*
Adds long-term value by supporting skill growth, but not critical in the MVP phase.