Ideation Phase
Brainstorm & Idea Prioritization Template

Date	30 June 2025
Team ID	LTVIP2025TMID46419
Project Name	Househunt:Finding Your Perfect Rental Home
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

Brainstorm
& idea prioritization

Smart Search, Smarter Living – Users can filter rentals by location, budget, and amenities to find homes that match their lifestyle. Map-Based Exploration – Integrated map view lets users visualize nearby schools, hospitals, and transit before choosing. Verified Listings & Secure Connect – Only verified owners/agents can post, and users can chat safely through in-app messaging.

Before you collaborate

We're building a smart rental platform to simplify house hunting with advanced filters, maps, and verified listings.

A **Team gathering**
- Invite frontend & backend devs, UI/UX designers, and you (as product owner) to align on features—ask them to review the GitHub repo and come with 2–3 ideas each.

B **Set the goal**
We'll focus on solving how to make finding and securing the perfect rental home fast, easy, and trustworthy.

C **Learn how to use the facilitation tools**
Use active listening, keep discussions focused, encourage every voice, and end with clear next steps to run a happy, productive Househunt session.

1

Define your problem statement

How might we help users quickly find and secure rental homes that perfectly match their needs, location, and budget—while ensuring trust and ease of use

PROBLEM
How might we make finding and securing the perfect rental home easier, faster, and more trustworthy for users?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2

Brainstorm

- ⚲ **Interactive map + smart filters** so users can instantly see homes that match budget, amenities, and commute needs.
- ⚲ **Verified owner & property badges** to build trust and reduce fraud.

Person 1	Person 2	Person 3	Person 4

3

Group ideas

1) **Take turns sharing ideas:** Everyone reads out their sticky notes, explains quickly (1 sentence each).

2) **Cluster similar notes:** Group sticky notes on the board by theme, e.g.
- 🗺 *Map & Filters*
- 🔒 *Trust & Verification*
- 💬 *Communication Tools*
- 👤 *Personalized Recommendations*

3) **Label each cluster:** Write clear, sentence-style labels like:
- "Helping users narrow down choices with smart filters & maps."
- "Building trust through verified listings & secure profiles."
- "Making it easy to connect with owners via chat & virtual tours."

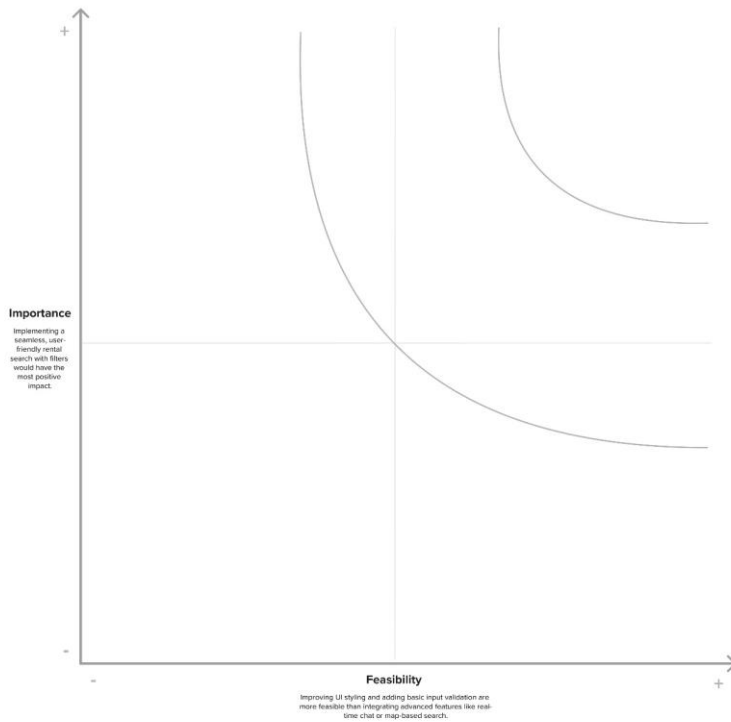4) **Split large groups:** If a cluster has 6+ notes, split into sub-groups (e.g. "Filter ideas" vs "Map UX ideas").

4

Prioritize

- **High importance, easy to build** (💡 Do now):
  - Smart filters for price, location, amenities.
  - Verified listings badge.
- **High importance, harder to build** (✂️ Plan next):
  - In-app chat & virtual tours.
  - AI-based recommendations.

🕐 20 minutes

Importance

Implementing a seamless, user-friendly rental search with filters would have the most positive impact.

Feasibility

Improving UI styling and adding basic input validation are more feasible than integrating advanced features like real-time chat or map-based search.

After you collaborate

After collaboration, tasks like refining the UI/UX, optimizing code structure, and improving form validations become more feasible due to shared skills and reduced individual workload.

Keep moving forward

Strategy blueprint
A new strategy includes building a smart, user-friendly rental search platform with verified listings and role-based dashboards. It uses a MERN stack to ensure scalability, security.

Customer experience journey map
ustomers need a quick, trustworthy way to find or list rental homes; they're motivated by convenience, safety, and affordability. Their main obstacles include fake listings, lack of filters, slow response

Strengths, weaknesses, opportunities & threats
- **Strengths**: User-friendly interface, role-based access (renter/owner/admin), scalable MERN stack.
- **Weaknesses**: Limited real-time features, basic UI design, no mobile optimization