**Ideation Phase**

**Brainstorm&Idea Prioritization Template**

|  |  |
| --- | --- |
| Date | 23rd May 2025 |
| Team ID | LTVIP2025TMID55936 |
| Project Name | LearnHub |
| Maximum Marks | 4 Marks |

**✅ Step 1: Team Gathering, Collaboration & Problem Statement Selection**

**🎯 Define the Problem or Opportunity Area**

**markdown**

**🧩 Problem Statement:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(e.g., “How can we increase student engagement and course completion rates in LearnHub?”)**

**Participants:**

* **Product Owner**
* **Frontend Developer**
* **Backend Developer**
* **UX Designer**
* **Marketing / Content**
* **Educator (Domain expert)**

**✅ Step 2: Brainstorm, Idea Listing&Grouping**

**Encourage wild ideas. Don’t judge. Just capture!**

**🟨 Instructions:**

* **Set a timer: 10 mins**
* **Each member writes 3–5 ideas (use virtual sticky notes)**
* **Group similar ones after everyone’s done**

**📝 Brainstorm Categories**

| **Category** | **Sample Ideas** |
| --- | --- |
| **🧑‍🎓 Student Features** | **- Gamify progress tracking - Add peer discussions - Save-for-later courses** |
| **🎓 Teacher Tools** | **- Course versioning - Assignment auto-grading - Upload quizzes with analytics** |
| **⚙️ Admin Oversight** | **- Real-time analytics dashboard - Flag/report system for content - User heatmap** |
| **💳 Monetization** | **- Course bundle discounts - Referral rewards - Corporate learning licenses** |
| **📲 UI/UX** | **- Dark mode - Onboarding walkthrough - Multi-language support** |
| **📢 Engagement** | **- Weekly email digests - Leaderboards - Certificates on LinkedIn** |

**✅ Step 3: Idea Prioritization**

**🎯 Use “Effort vs. Impact” Matrix**

**Draw or create a virtual 2x2 grid like this:**

|  | **High Impact** | **Low Impact** |
| --- | --- | --- |
| **Low Effort** | **⭐ Quick Wins (Do First)** | **✔ Easy Enhancements** |
| **High Effort** | **💪 Major Projects (Plan)** | **🚫 Delay / Backlog** |

**📌 Place all brainstormed ideas inside the matrix. You can use color-coded sticky notes:**

* **🟢 = student**
* **🔵 = teacher**
* **🔴 = admin**
* **🟡 = general/platform**

**🔘 Optional: Dot Voting**

**Each team member gets 3 virtual votes. Use them on their top picks.**

| **🏆 Top Voted Ideas** | **Votes** |
| --- | --- |
| **Gamified Dashboard** | **5** |
| **Certificate Sharing on LinkedIn** | **4** |
| **Course Preview Video** | **3** |

**📌 Final Prioritization Table**

| **💡 Idea** | **💥 Impact** | **🛠️ Effort** | **🎯 Priority** | **Owner** |
| --- | --- | --- | --- | --- |
| **Gamified Progress** | **High** | **Medium** | **⭐ High** | **Frontend** |
| **Analytics Dashboard** | **High** | **High** | **💪 Medium** | **Backend** |
| **Course Bundles** | **Medium** | **Low** | **✔ Medium** | **Product Team** |
| **Peer Discussions** | **High** | **High** | **💪 Medium** | **Full Stack** |
| **Multi-language** | **Medium** | **High** | **🚫 Low** | **Future Sprint** |

