Ideation Phase
Brainstorm & Idea Prioritization

Date	26th March 2025
Team ID	SWTID1743953304
Project Name	House- Hunt: Finding Your Perfect Rental Home
Maximum Marks	4 Marks

Importance of brainstorming:

1. **Generates Creative Ideas:** Brainstorming helps bring out multiple, creative ideas from different people. This increases the chances of finding a unique and effective concept for the website.
2. **Clarifies the Purpose:** It helps define the goal of the website—whether it's for selling products, sharing information, or offering services.
3. **Understands User Needs:** Discussing ideas helps you think from the user's perspective—what they would expect or want from your website.
4. **Encourages Team Collaboration:** Everyone contributes their views, which makes the team feel involved and improves teamwork.
5. **Avoids Wasting Time Later:** Early brainstorming helps prevent confusion or major changes later in the development stage. It sets a clear direction from the start.
6. **Helps in Problem Solving:** You can predict possible challenges (like user experience issues or layout problems) and find solutions in advance.
7. **Improves Planning and Structure:** It helps in organizing the layout, content flow, and navigation structure of the website before starting the actual design.
8. **Sparks Innovation:** Out-of-the-box thinking often comes up during brainstorming, which can lead to special or standout features on your site.
9. **Saves Cost and Resources:** When you plan properly from the start, you reduce rework and extra effort, which saves time and money in the long run.

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

- **Team Gathering-** Our very first brainstorming session took place over Google Meet, as it was quite challenging for the four of us—Simran, Sanvi, Isha, and Prasar—to meet in person. Among the three girls—Simran, Sanvi, and Isha—two were hostelers and one was a day scholar, which added to the scheduling challenges. The differences in our academic timetables and the fact that we lived in separate hostels (boys and girls hostels) made offline meetings difficult to arrange. So, to ensure everyone could participate conveniently, we opted for an online platform to kick-start our project discussion.

- **Collaboration-** Despite the distance, we ensured active participation by sharing our individual views and thoughts on the problem statement. Each member brought unique perspectives to the table, which helped in shaping a broader understanding of the project direction. The collaborative environment allowed us to listen to one another, evaluate different ideas, and begin forming a strong foundation for our project.

- **Selecting the Problem Statement**- Our initial goal was to "*finalize a suitable project title from a list of thirty given topics"*. This was a crucial step, as the right problem statement would guide the entire flow of our project. We carefully analyzed the list, discussed the pros and cons of various options, and tried to align them with our interests and available resources. In addition, we also considered the skills each one of us would bring to the table, ensuring that the chosen topic allowed everyone to contribute meaningfully based on their strengths and areas of expertise.

Step-2: Brainstorm, Idea Listing and Grouping

I. List of Criteria Formulated During Brainstorming to Select the Most Suitable Project Topic:

1. **Real-World Relevance**: The topic should aim to solve a real-world problem—something that we or others might have experienced personally. This helps bring empathy into the project and allows us to understand user needs more effectively.
2. **Existing Solutions and Improvements:** We looked for ideas that already had some form of existing solution. This would give us a point of reference in case we faced technical or design difficulties during implementation. At the same time, we planned to add new features or enhancements to improve upon the current solutions.
3. **Tech Stack Compatibility:** Since we were required to use the MERN (MongoDB, Express.js, React, Node.js) stack, we made sure the ideas we chose could be realistically implemented using these technologies. We evaluated our comfort level and familiarity with the tools to ensure we could achieve the desired outcome.
4. **User Impact and Usefulness:** We considered how useful the final solution would be to end users. The idea had to solve a genuine pain point and be easy to understand and use.
5. **Time and Resource Constraints:** We checked whether the project could be completed within the given timeline and with the resources available to us. Simpler ideas that could be effectively executed were given preference over overly ambitious or complex ones.
6. **Scope for Learning and Innovation:** We aimed to choose a project that not only suited our current skills but also gave us the opportunity to learn something new—be it a technical concept, design principle, or user experience strategy.

II. GROUPING:

A. Meets All Criteria

- **HouseHunt**: "Finding Your Perfect Rental Home"
  - **i. Real-world relevance**: Students and working professionals often face difficulty finding good rental spaces.
  - **ii. Existing solutions**: Platforms like "NoBroker" and "Housing.com" exist, providing references.
  - **iii. Scope for improvements**: Local verification, personalized suggestions, map-based search.
  - **iv. Tech stack compatibility**: Fully feasible using MERN.
  - **v. Achievable**: Simple enough to be implemented within the timeline.
  - **vi. Engaging for learning and innovation.**

B. Fails One or More Criteria (Examples):

- **SpendSmart** — Your Personal Finance Companion — Complex integration with financial APIs and data privacy concerns may be too advanced.
- **Medly-Pharma** — Requires third-party integration with pharmaceutical databases and legal validations.
- **BookNest** — Lack of clear innovation and limited MERN-based interactive scope.
- **Connectify** — Developing a social media platform from scratch is time-consuming and hard to achieve in a limited timeframe.
- **Darshan Ease** — Niche use case and challenges in integrating location-based services across varied regions.
- **TuneTrail** — Playlist generation and audio services require complex APIs and licensing.
- **LearnHub** — Already several well-established platforms exist; hard to offer a unique value proposition.
- **RideReady** — Requires complex map integrations, live tracking, and real-time updates.
- **FreelanceFinder** — User base building and trust network creation too large in scope.
- **Book a Doctor / CustomerCare Registry / ShopSmart / ShopEZ / OrderOnTheGo / My Insurance / Streamify** — Either too common, oversaturated, or hard to implement due to real-time and secure data requirements.
- **Recipe Meal Planner** — Nice idea but not very impactful and may not require the full MERN stack.
- **Agri-Tech** — Domain-specific complexity; needs domain experts and data.
- **Complaint Ease** — Government-level integration required; limited scope without authority tie-in.
- **ConvoConnect** — Video conferencing requires major backend support and real-time optimizations.
- **FlightFinder** — Real-time flight info APIs, pricing, etc., is hard to access for students.
- **StockSense** — Stock market data is volatile, and APIs are often premium.
- **BankBuddy** — Regulatory concerns and technical complexity.
- **ViewVoyage / Movie Ticket Booking System / Pet Wellness / SurveyMaster / Nutrition Assistant / EventEase** — Interesting but either saturated, too broad, or lacking unique features to distinguish.

This evaluation helped us make a confident, justified choice.

Step-3: Idea Prioritization