Ideation Phase Brainstorm & Idea Prioritization Template

Date	14 April 2025
Team ID	SWTID1742745633
Project Name	ViewVoyage
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Mural Link

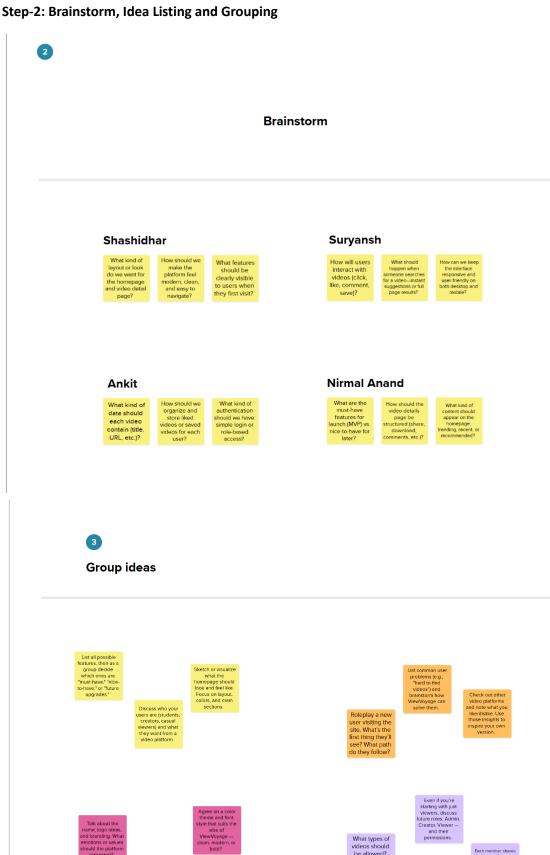
Step-1: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & idea prioritization



Define your problem statement

In today's digital era, video content is one of the most powerful forms of communication and entertainment. However, many existing platforms are either overcrowded with non-essential content or lack simplicity in user experience. There is a need for a focused platform that prioritizes video viewing without distractions. Users often struggle to manage their favorite or saved videos easily in one place. Engaging with video content through comments, likes, and sharing should be seamless and intuitive. New users face issues in platforms with complex onboarding or lack of proper authentication. Search functionalities on some platforms lack relevance and speed, making content discovery inefficient. Creators and viewers require a clean interface where essential actions like downloading and listing are readily accessible. There is also a need for better categorization and interaction tools within video platforms. ViewVoyage addresses these gaps by offering a clean, efficient, and user-friendly video experience with essential features.







Step-3: Idea Prioritization

