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

1

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-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Shashidhar

- What kind of layout or look do we want for the homepage and video detail page?
- How should we make the platform feel modern, clean, and easy to navigate?
- What features should be clearly visible to users when they first visit?

Suryansh

- How will users interact with videos (click, like, comment, save)?
- What should happen when someone searches for a video—instant suggestions or full page results?
- How can we keep the interface responsive and user-friendly on both desktop and mobile?

Ankit

- What kind of data should each video contain (title, URL, etc.)?
- How should we organize and store liked videos or saved videos for each user?
- What kind of authentication should we have: simple login or role-based access?

Nirmal Anand

- What are the must-have features for launch (MVP) vs. nice-to-have for later?
- How should the video details page be structured (share, download, comments, etc.)?
- What kind of content should appear on the homepage: trending, recent, or recommended?

3

Group ideas

- List all possible features, then as a group decide which ones are "must-have," "nice-to-have," or "future upgrades."
- Discuss who your users are (students, creators, casual viewers) and what they want from a video platform.
- Sketch or visualize what the homepage should look and feel like. Focus on layout, colors, and main sections.
- List common user problems (e.g., "hard to find videos") and brainstorm how ViewVoyage can solve them.
- Roleplay a new user visiting the site. What's the first thing they'll see? What path do they follow?
- Check out other video platforms and note what you like/dislike. Use those insights to inspire your own version.
- Talk about the name, logo ideas, and branding. What emotions or values should the platform represent?
- Agree on a color theme and font style that suits the vibe of ViewVoyage — clean, modern, or bold?
- Come up with a catchy one-liner that describes your platform (e.g., "Stream. Share. Save your favorites.")
- What types of videos should be allowed? Should there be categories or moderation?
- Even if you're starting with just viewers, discuss future roles: Admin, Creator, Viewer — and their permissions.
- Each member shares a "dream" feature they'd love to see, no matter how crazy. This can spark innovative ideas.

Step-3: Idea Prioritization

4

Prioritize

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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