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
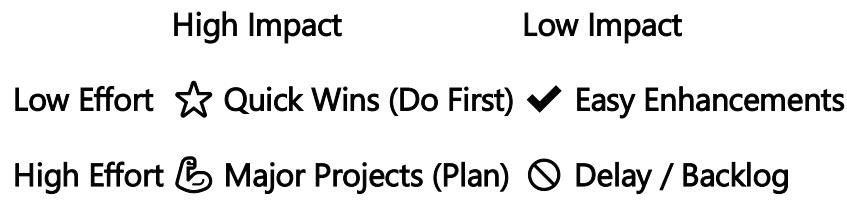
📝 Brainstorm Categories

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

① Step 2: Team Gathering, Collaboration & Problem Statement Selection

✅ Define the Problem or Opportunity Area

> 🧩 **Problem Statement:**
>
> How can we increase student engagement and course comletion rates in LearnHb?

Participants:

- Product Owner
- Frontend Developer
- Backend Developer
- UX Designer
- Marketing / Content
- Educator /Domain expert

Brainstrom Categories	Sample
Student Features	Gamifiy prog.
Teacher Tools	Course version
Admin Oversight	Assighment auto/gradling
Monetization	Flag/repor/ system for co-ment
UI/UX	Course bungle

③ Step 3: Idea Prioritization

→ Use "Effort vs. Impact" Matrix

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🟢 Qiuick Wins	✅ Medium
💪 Major Projects	💪 Medium
🔴 Delay / Backlog	🚫 Backlog

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🔴🟡 = admin : gérala

🔵🟡 = general/platfornm-

👥 Final Voted Ideas Votes

Idea	Impact	Effort	Priority
Gamified Progress	High	Medium	⭐ High
Analytics Dashboard	High	High	💪 Medium
Course Bundles	Medium	Low	🔴 Medium
Peer Discussions	High	High	🟡 Medium