

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13 Feb 2026
Team ID	LTVIP2026TMIDS77323
Project Name	LearnHub – Online Learning Platform
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization

Step 1: Team Gathering, Collaboration & Problem Statement Selection

Problem Statement:
"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	
Student Features	Sample Ideas
Gamify Progress tracking	- Gamify progress tracking - Add peer discussions - Save favorite courses
Course dam interleaving	
Peer review intert Coufies	
Overall-quizzes worn assigors	
Monetization	
Course bundle srealtoring	- Real-time analytics dashboard - Flag/report system - User heatmap
Onboarding Tour	
Multi-language UI.	- Dark mode - Onboarding walkthrough - Multi-language support
Feedback Analytics	

Step 2: Brainstorm, Idea Listing & Grouping

Encourage wild ideas. Don't judge. Just capture!

➕ Student ➕ Teacher ➕ Admin
➕ Student ➕ General/platform

Step 3: Idea Prioritization

Use "Effort vs. Impact" Matrix

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

High Impact		Low Impact	
Effort vs. Impact	Quick Wins (Do First)	Major Projects	
	Gamified Progress Certificate Sharing Linkedin	Peer Discussions Course Preview Video Analytics Dashboard	
Easy Enhancements	Delay / Backlog		
Referral Rewards Course Bundle Gamified Dashboard	Onboarding Tour Multi-language UI.		

Top Voted Ideas

Idea	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	Medium	■ Low	Full Stack