

Ideation Phase

Home-Rentals

Date	22 February 2026
Team ID	LTVIP2026TMIDS42582
Project Name	Home-Rentals
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

Home-Rentals
Brainstorm & Idea Prioritization

Unleash your team's creativity to find innovative solutions for property rentals.

Session Duration:
10 min prep, 1 hour collaboration

Recommended Team Size:
2-8 people

Before You Collaborate

Gather Your Team
Assemble your group.

Set the Goal
Define your focus
(e.g., Improve rental experience, Optimize listings).

Learn the Tools
Review facilitation tools & techniques.

Define Your Problem Statement

"How might we make renting easier for users?"

Key Brainstorming Rules

- Stay on Topic
- Encourage Wild Ideas
- Defer Judgment
- Listen to Others
- Go for Volume
- Be Visual

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down any ideas that come to mind that address your Home-Rentals problem statement.

Venkatesh	Siddhartha	Eswar Reddy
Pet-friendly options	Flexible check-in	Virtual tours
Flexible check-in	Extended stays	24/7 Support
Contactless check-in	Luxury rentals	Last-minute deals

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

Discounted Stays



Step-3: Idea Prioritization

Prioritize

Place your Home-Rentals ideas on this grid to determine which are most important and feasible. (⌚ 20:00)

