Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID54832 |
| Project Name | BOOKNEST: Where stories nestle |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template:

The BookNest project aims to enhance reading accessibility and community engagement through innovative features. This brainstorm and idea prioritization template helps us generate creative ideas like virtual reading rooms, personalized recommendations, or book swap features. Each idea is evaluated based on user value, technical feasibility, and alignment with our mission. Top-priority ideas will be selected for development to enrich the BookNest experience.

**Step 1: Team Gathering, Collaboration, and Problem Statement Selection**

Begin by assembling a cross-functional team including developers, designers, book lovers, and marketing members. Facilitate open collaboration where everyone shares insights and experiences with BookNest. Together, identify and define a clear problem statement—such as “How can we increase user engagement on the platform?” This unified focus ensures that brainstorming efforts target real, high-priority challenges.

**Step 2: Brainstorming, Idea Listing, and Grouping**

Encourage team members to freely share ideas related to the selected problem statement—without judgment or filtering. Capture all suggestions, whether big or small, into a shared space like a whiteboard or digital tool. Once a broad list is created, begin grouping similar ideas into categories (e.g., user engagement, discovery, personalization) to identify patterns and reduce redundancy. This sets the stage for more focused evaluation in the next step.

**Step 3: Idea Prioritization**

After grouping, evaluate each idea based on its potential value to users and the effort or cost required to implement it. Use prioritization tools like the Impact-Effort Matrix or a simple scoring system to rank ideas. This ensures the team focuses on high-impact, feasible solutions that align with BookNest’s goals.

**Key actions:**

* Score ideas based on criteria like user impact, technical feasibility, cost, and timeline.
* Use a visual tool (e.g., 2x2 matrix) to categorize ideas into quick wins, major projects, low-priority, and reconsider.
* Facilitate group discussion to challenge assumptions and reach consensus.