Ideation Phase
Brainstorm & Idea Prioritization Template

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS91056
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a collaborative environment that encourages team members to explore innovative ideas and identify effective solutions to real-world problems. For the ShopSmart project, brainstorming sessions were conducted to understand the challenges faced by customers in traditional grocery shopping and to explore ways to enhance convenience through a digital platform.

The team focused on identifying key features required to build a seamless grocery web application, including product browsing, cart management, secure checkout, seller management, and administrative controls. Emphasis was placed on creating a user-friendly interface, ensuring secure transactions, and enabling efficient backend operations.

Through open discussion and idea sharing, the team identified core functionalities that align with the objective of providing a smooth and hassle-free online shopping experience while supporting sellers and administrators with efficient management tools.

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

The team conducted collaborative discussions to identify the primary challenges faced by customers in purchasing groceries, such as time constraints, lack of convenience, and difficulty in comparing products. After evaluating multiple perspectives, the team finalized the problem statement focusing on developing a digital platform that enables customers to browse products, place orders, and complete transactions securely.

The team also defined the project scope, identified stakeholders such as customers, sellers, and administrators, and outlined expected outcomes including improved shopping convenience, efficient order management, and secure transactions. Roles and responsibilities were assigned to ensure effective coordination throughout the project **lifecycle.**

Step-2: Brainstorm, Idea Listing and Grouping

During this stage, the team generated ideas related to system features, user interface design, backend functionalities, and security requirements. Ideas included implementing category-based product browsing, search functionality, shopping cart features, secure payment processing, inventory management, and order tracking.

The ideas were grouped into categories such as customer features, seller functionalities, administrative controls, and system security. This structured grouping helped identify feasible solutions and ensured alignment with project objectives.

Step-3: Idea Prioritization

The team evaluated the generated ideas based on feasibility, user impact, technical complexity, and alignment with project goals. Priority was given to features that enhance user experience, ensure secure transactions, and provide efficient management tools for sellers and administrators.

Key prioritized features include user registration and login, product browsing, cart management, checkout process, order management, inventory control, and secure payment handling. These prioritized ideas formed the foundation of the project workflow and guided the development process toward delivering a reliable and user-friendly grocery web application.