Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19-may-2025 To 30- June- 2025
Team ID	LTVIP2025TMID49768
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

The brainstorming phase focused on identifying the key challenges faced by both shoppers and store owners in traditional grocery shopping. Our team explored ideas to reduce queue times, enhance shopping convenience, and improve billing accuracy. We discussed integrating QR code scanning, real-time cart updates, and online payment methods. Suggestions for an admin dashboard to manage inventory and monitor customer behavior were also considered. We prioritized features that ensure a user-friendly interface and reduce manual tasks. Environmental concerns led us to include digital receipts. This session helped shape a clear vision for a smart, digital grocery shopping experience.

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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⏱ 10 minutes

Person 1

Automatic product detection using RFID/ barcodes	Real-time cart total and item list display	Integrated digital payment via QR code	Mobile app sync for shopping lists and cart history	Weight sensors for theft prevention	Voice assistance for locating products

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

creating a responsive website for smart shoping which can save our time and where we can order products that comes to our door steps

the main goal is to innclude grocery shooping where we can do online payments where we can also check history about our orders and so on

The website also contains admin dashboards where we can sell grocery not only buying

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

We prioritized features that directly improve the shopping experience, such as live billing and QR payments.

Essential features like product scanning, cart management, and payments were prioritized over add-ons like voice assistance

Each team member's strength (frontend, backend, databases) was considered when assigning and prioritizing tasks.

We ensured strong integration between backend APIs and the frontend UI to make the system functional end-to-end.

We focused on making the Smart Cart simple for users to understand and operate, avoiding overly complex features.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)