

## 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:

Template



### Brainstorm & idea prioritization

We conducted open discussions and whiteboarding sessions, focusing on:

- Core features of a smart cart
- Customer pain points in traditional shopping
- Integration possibilities (IoT, QR code, app, etc.)
- UX/UI flows
- Backend scalability and logic

🎯 **Focus Areas:** Frontend and Backend development

🕒 **Duration:** 1 week

👥 **Team Size:** 3 members

**Objective:**

To generate innovative ideas that enhance the shopping experience using a smart cart, combining both tech and usability.

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**Team Collaboration overview**

Our team consisted of 3 dedicated members who collaborated closely over a 1-week development sprint. Each member focused on a specific technical area to streamline development.

**Set the goal**

The primary goal of the **Smart Cart** project is to **enhance the in-store shopping experience** by developing a smart, technology-enabled cart.

**Facilitation tools used**

Facilitation tools are methods or digital platforms that help a team:

- Organize ideas (brainstorming)
- Make decisions (prioritization)
- Collaborate effectively (task management)
- Solve problems (retrospectives or discussions)

**1 Problem statement**

Traditional shopping in supermarkets often leads to **long queues at checkout counters, manual billing delays, and inefficient store management**. **There is a clear need** for a solution that can **automate billing, streamline the shopping process, and improve store operations** using smart technology.

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**PROBLEM**

Traditional shopping in supermarkets often leads to **long queues at checkout counters, manual billing delays, and inefficient store management**. **There is a clear need** for a solution that can **automate billing, streamline the shopping process, and improve store operations** using smart technology.

**2%**

**Key rules of brainstorming**

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

🕒 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

🕒 10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

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

3

### 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 can break it up into smaller sub-groups.

🕒 20 minutes

**TIP**  
Add customer care tags to sticky notes to make it easier to find, organize, update and categorize important ideas as they're added to your mural.

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

the main goal is to include grocery shopping 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

4

### 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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

