**Brainstorming - Idea Generation**

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| Team ID | LTVIP2025TMID58629 |
| Project Title | ShopEZ: Redefining Online Shopping Experience |

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

**Problem Statement Selected:**  
Online shoppers often struggle with scattered information, poor personalization, and slow checkouts. Sellers also lack powerful dashboards for managing their business efficiently. ShopEZ aims to solve this by offering a unified, seamless, and intelligent e-commerce platform.

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

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| Idea # | Raw Idea | Category |
| 1 | Build a responsive web platform for mobile and desktop | |  | | --- | | Frontend Development |  |  | | --- | |  | |
| 2 | |  | | --- | | Implement product filtering (price, category, brand, etc.) |  |  | | --- | |  | | |  | | --- | | Search & Navigation |  |  | | --- | |  | |
| 3 | |  | | --- | | Use recommendation engine for personalized product suggestions |  |  | | --- | |  | | |  | | --- | | AI/ML Features |  |  | | --- | |  | |
| 4 | |  | | --- | | Integrate secure payment gateway with order confirmation |  |  | | --- | |  | | |  | | --- | | Payment Integration |  |  | | --- | |  | |
| 5 | |  | | --- | | Enable real-time inventory updates for products |  |  | | --- | |  | | |  | | --- | | Backend & API Integration |  |  | | --- | |  | |
| 6 | |  | | --- | | Build order management dashboard for sellers |  |  | | --- | |  | | |  | | --- | | Seller Dashboard / Admin Panel |  |  | | --- | |  | |
| 7 | |  | | --- | | Allow users to save favorites/wishlist |  |  | | --- | |  | | |  | | --- | | User Personalization |  |  | | --- | |  | |
| 8 | |  | | --- | | Support guest checkout and fast login via Google/Facebook |  |  | | --- | |  | | |  | | --- | | Authentication |  |  | | --- | |  | |
| 9 | |  | | --- | | Enable SMS/email notifications on order status |  |  | | --- | |  | | |  | | --- | | Notifications |  |  | | --- | |  | |

**Step 3: Idea Prioritization**

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| Idea # | |  | | --- | |  |  |  | | --- | | Feasibility (Low/Med/High**)** | | Impact (Low/Med/High) | Priority (Low/Med/High) |
| 1 | High | High | High |
| 2 | High | High | High |
| 3 | Medium | High | High |
| 4 | Medium | Medium | Medium |
| 5 | High | High | High |
| 6 | High | Medium | Medium |
| 7 | Low | Medium | Low |