**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID21133 |
| Project Name | SHOPEZ:ONE-STOP SHOP FOR ONLINE PURCHASES |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

In the first phase, the team was assembled, ensuring a balanced distribution of skills across frontend development, backend development, design, and documentation. Team members collaboratively discussed real-world issues and explored multiple domains to identify a meaningful and impactful project direction.  
After thorough discussion and alignment of interests, the team finalized the problem statement:  
**“To build ShopEZ – A One Stop Online Shopping Platform.”**  
This problem was selected for its relevance, scope, and opportunity to apply full-stack development knowledge practically.

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

Once the problem statement was finalized, the team initiated a brainstorming session to generate a wide range of ideas related to features, technologies, user needs, and pain points in current e-commerce platforms.  
All ideas were noted without judgment to encourage creative thinking. These ideas were then grouped into themes such as:

* User Experience (UI/UX improvements, filters, search functionality)
* Technical Features (authentication, cart system, admin panel)
* Business Logic (product management, order tracking, categories)
* Future Scope (mobile app, recommendation engine)

**Step 3: Idea Prioritization**

The grouped ideas were then evaluated based on feasibility, impact, and importance using a **priority matrix**.  
Key features that were both high-impact and feasible within the given timeline were selected for development in version 1.0 of ShopEZ. These included:

* Secure user registration and login
* Product listing with categories and filters
* Cart and checkout process
* Admin control for product and user management

Features with higher complexity or longer timelines (e.g., payment integration, return handling) were documented for future development in later versions.