Ideation Phase

Brainstorm & Idea Prioritization

Date	16th April 2025
Team ID	SWTID1744119659
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

The initial phase of the ShopEZ project involved extensive brainstorming sessions to identify features that would create a smooth and impactful e-commerce experience. Our team explored user needs and technical feasibility to generate a list of potential functionalities.

This structured approach ensured that development efforts were aligned with both user expectations and project deadlines, allowing us to build a functional MVP (Minimum Viable Product) quickly, while planning for future scalability.

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

→

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

A **Team gathering**
"We're bringing together frontend devs, backend devs, a UI/UX designer, and a QA tester to build a scalable e-commerce platform."

B **Set the goal**
"To design a fast, user-friendly e-commerce site that supports secure product browsing, cart management, and admin product uploads."

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

Define your problem statement
⏱ 5 minutes

Problem

"Most small e-commerce platforms are cluttered, slow, or lack essential features, leading to poor user experience and admin inefficiency."

Focus Questions
"How can we create a smooth shopping experience for users and an intuitive backend for admins to manage products efficiently?"

Step 2: Brainstorm, Idea Listing and Grouping

2

Brainstorm
⏱ 10 minutes

TIP 💡
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Bhargavee Singh (Frontend Developer)

Product listing UI	Search and Filter Bar	Cart Button	Mobile Responsiveness

Bidisha Biswas (Backend Developer)

Admin end user login and authentication	Product CRUD API	Order management system

Diya Raj (Database & Deployment)

MongoDB Schema Models	CRUD Operations	Data Backup Strategies

Namrata Bhutani (Tester)

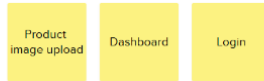| Input validations	Check image upload behavior	Performance under load	Car/ checkout test cases

3

Group ideas

🕑 20 minutes

User Experience

UI Layout	Search	Navigation	Responsiveness

Admin Features

Product image upload	Dashboard	Login

Core Functionality

Product listing	Cart	Order Placement

Testing and Quality

Validations	Load Testing	Usability Testing
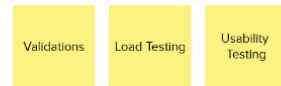
Step 3: Idea Prioritization

Prioritize

⏱ 20 minutes

Importance

How easy it is to implement

Feasibility

How valuable or necessary the feature is

Product Filter Functionality

Order Management

User Login & Signup

Product Details View

Product Listing

Edit User Profile

Checkout & Payment

Cart Functionality

Search Products

Admin: Create Product with Image

Admin: Manage Orders

Mobile Responsiveness

View Past Orders

Admin: Edit/ Delete Product

Add Product Reviews

Wishlist Functionality

Apply Discount Coupons

Rate a Product

Product Suggestions

Live Chat Support

AI Product Recommender

Multi-language Translation

Auto-track Delivery via APIs