

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	9 April, 2025
Team ID	SWTID1743680479
Project Name	Food Delivery Website
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.




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

Template



## Brainstorm & idea prioritization


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.

 10 minutes to prepare  
 1 hour to collaborate  
 2-8 people recommended

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#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes

##### PROBLEM

People today often prefer ordering food online because it's fast and convenient. But many current apps have issues like late deliveries, limited restaurant options in some areas, and poor communication between users, delivery partners, and restaurants. Our project aims to build a simple and efficient food delivery web app using the MERN stack to solve these problems and make the ordering experience smoother for everyone.

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

### 2 Brainstorm

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

10 minutes

### 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

#### Deeksha

- User Registration & Login
- View List of Available Restaurants
- Promo code

#### Rujula

- Add Food Items using RESTful API
- Faster user sign-up
- User can access directly through their phone

#### Utkarsha

- Browse Food Items by Category
- Add to Cart & Place Order Feature
- Encrypted password for user data privacy

#### Anirban

- Simple and Clean User Interface
- Responsive UI
- Pay directly through app option

Our project focuses on building a simple food delivery web app using the MERN stack by combining basic but essential features. The main goal is to allow users to register, log in, view a list of available restaurants, browse food items by category, add items to their cart, and place orders smoothly. On the admin side, we've planned a straightforward dashboard where admins can add and manage restaurants along with their food items.

To enhance the overall user experience, we aim to include a feature for viewing past order history and design a clean, responsive user interface that works well across devices. These ideas are grouped based on core functionality, admin management, and user experience improvements, ensuring the project stays simple yet effective.

## Step-3: Idea Prioritization

### 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?

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