

Ideation Phase

BrainStrom & Idea Prioritization Template

Ideation Phase


Date	31 January 2025
Team ID	LTVIP2025TMID58643
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step 1: Team Gathering, Collaboration & Selecting the Problem Statement

Brainstorming is the launchpad for innovation in the ShopEZ project. It creates a free and open environment where every team member can contribute ideas—no matter how unconventional. This step is all about collaborative creativity and problem discover.



Brainstorm & idea prioritization

ShopEZ: Shop-Stop Shop for Online Purchases
Team ID: LTVIP2025TMID5843
Date: 31 January 2025
10 minutes

Project ytu collaborate

- Invite team members
- Share user journey (e.g. Sarah's gift sceearle)
- Set clear goals
- Prepare tools like sticky notes or digital boards

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


How might we simplify online shopping for tyral users and Small vendors through ShopEZ?

8

Key rules of brainstorming


- ✓ Stay focused Encourage bold ideas
- 👤 Defer judgment Listen actively
- 🗨️ Go for quantity Visualize ideas when possible
- 📊 Go for quantity

Step-2: Brainstorm, Idea Listing and Grouping

 **Brainstorm**

Generate as many ideas as possible that address your problem statement

30–45 minutes

 **Group ideas**

Combine similar or related ideas into themes to start identifying patterns. Don't hesitate to refine and rearrange groupings as you go

User Experience

One-click checkout	Personalized product feed
Mobile-friendly design	

Accessibility

Vernacular language support	
Voice search	

Seller Tools & Dashboard

Real-time inventory syncing	Seller analytics panel	
Seller analytics panel		

Backend Tech/Features

Multilingual support	AI-powered recommendations	

Multiple payment options

Saved cart feature

Step-3: Idea Prioritization

