

Ideation Phase

Brainstorm & Idea Prioritization

Date	18 June 2025
Team ID	LTVIP2025TMID53966
Project Name	BookNest: Where Stories Nestle
Mentor Name	Dr Shaik Salma Begam
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template

Brainstorming for **BookNest** created an open and collaborative environment that allowed our team to explore how we could redefine the online book-buying experience. Through idea-sharing and analysis, we identified and prioritized key features that cater to both avid readers and administrative staff. This process ensured our platform is user-centric, modern, and scalable.

Step 1: Team Collaboration & Problem Statement Definition

The team gathered to address the core problem:

"How can we create a seamless, user-friendly, and feature-rich online shopping experience that caters to both customers and administrators?"

During this phase, the team:

- Defined key project goals: effortless product discovery, secure transactions, and efficient admin control.
- Promoted open communication, ensuring every team member's input was valued.
- Emphasized the need for responsive design, robust authentication, and a streamlined checkout experience.

Step 2: Idea Generation, Listing, and Grouping

A wide range of ideas were brainstormed, including:

- User registration and login
- Product browsing by categories
- Advanced search and filtering

- Shopping cart and order management
- Admin dashboard (product/user/order management)
- Promotional banner management
- Responsive design across devices
- Secure authentication and authorization

Ideas were categorized into:

- **User Features**
- **Admin Features**
- **UI/UX Enhancements**
- **Security**

Step 3: Idea Prioritization

Each idea was evaluated based on:

- **User Value:** How much does it improve the shopping experience?
- **Feasibility:** Can it be implemented within the given timeframe and resources?

Prioritized Features

- **Core User Features:** Registration, login, product browsing, shopping cart, order placement
- **Admin Tools:** Product/user/order management
- **Enhancements:** Advanced search/filter, banner promotions, responsive design
- **Security:** Authentication, authorization, and data protection

Lower-priority ideas (e.g., product reviews, payment gateway integration) were noted for future enhancement phases.