

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 February 2026
Team ID	LTVIP2026TMIDS24072
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.

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

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

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**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 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

There is a need for a user-friendly and efficient e-commerce platform that simplifies online shopping, ensures smooth product browsing, secure transactions, and effective order management while enabling administrators with precise control over products and inventory.

⌚ 5 minutes

PROBLEM

How might we (your problem statement)?

There is a need for a user-friendly and efficient e-commerce platform that simplifies online shopping, ensures smooth product browsing, secure transactions, and effective order management while enabling administrators with precise control over products and inventory.

Key rules of brainstorming

To run a smooth and productive session

- 🎯 Stay in scope.
- 💡 Encourage wild ideas.
- 🗣️ Defers judgment.
- 👥 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

Need some inspiration?

See a previous version of this template, customize your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

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

10 minutes

Person 1

Design a clean and responsive UI.

Person 2

Use clear product categories and navigation menus.

Person 3

Add sorting options (low to high price, popularity, newest arrivals).

Person 4

Separate admin and user roles.

Implement a search bar with filters (price, category, rating).

Divide products into logical categories.

User registration and login system.

Tip

Use sticky notes to group ideas that are related to the same problem statement.

3

Group Ideas
Take time sharing your ideas with others and clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence that best describes it. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Tip

Use a separate sticky note to write down a sentence that best describes each cluster. This will help you to group ideas that are related to the same problem statement.

• Add to cart functionality.

• Update quantity or remove items.

• Display total cost dynamically.

• Makes shopping process smooth and interactive.

• Simple checkout process.

• Order confirmation system.

• Order history page for users.

• Real-time order status updates.

• Improves reliability and transparency.

Admin Product Management Panel

• Add new products.

• Update product details.

• Delete outdated products.

• Manage inventory.

• Helps sellers/admin maintain the platform efficiently.

Future AI-Based Enhancements (Optional Advanced Idea)

• Personalized product recommendations.

• Customer behavior analysis.

• Smart search suggestions.

• Enhances user engagement and modernizes the platform.

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Step-3: Idea Prioritization

4

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

