

# 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

The screenshot shows the 'Brainstorm & Idea Prioritization' template interface. On the left, there's a sidebar with a blue header 'Template' and a circular icon with a lightbulb. Below it, the title 'Brainstorm & idea prioritization' is displayed, along with a brief description: '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.' It also lists preparation time: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.

The main content area is divided into three columns:

- Before you collaborate:** A section with a timer icon and the text 'A little bit of prep goes a long way with this session. Here's what you need to do get going.' It includes a '10 minutes' timer icon.
- Define your problem statement:** A section with a timer icon and the text 'This is used for a considerately yet efficient planning of what you're trying to achieve versus what you've achieved. It's a great way to keep your team aligned while providing administrators with prioritized tasks and metrics.' It includes a '9 minutes' timer icon.
- Key rules of brainstorming:** A section with a timer icon and the text 'To run an smooth and productive session':
  - Stay in topic.
  - Encourage wild ideas.
  - Defer judgment.
  - Listen to others.
  - Go for volume.
  - If possible, be visual.

At the bottom, there's a dark footer bar with a 'Need some inspiration?' section containing a grid of small icons and a 'Open example' button.

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

**2 Brainstorm**

We'll 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**

**Person 4**

**TIP** You can reuse a category or click its pencil icon to strengthen the brainstorming.

**3 Group ideas**

When it's sharing your ideas will be clustering similar or related themes. As you go, circle all sticky notes have been grouped, and when cluster is complete no more. If a cluster is bigger than six sticky notes, try and split it into smaller or sub-clusters.

20 minutes

**Separate admin and user roles.**

- Add to cart functionality.
- Update quantity or remove items.
- Display total cost dynamically.
- Makes shopping process smooth and interactive.

**User registration and login system.**

- 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.

**TIP** Admin can manage products, sellers, and categories. It also provides a reporting feature to track sales and performance metrics.

**Future AI-Based Enhancements (Optional Advanced Idea)**

- Personalized product recommendations.
- Customer behavior analysis.
- Smart search suggestions.

**TIP** Enhances user engagement and modernizes the platform.

The diagram illustrates the progression of idea generation and grouping. It starts with two separate white boxes containing individual brainstorms (Person 1 and Person 2). An arrow points to a third box where the ideas begin to cluster. A second arrow points to a fourth box where the clustering is more advanced, with some ideas having small circles around them. A final arrow points to a fifth box where several ideas are now grouped into distinct clusters, each represented by a larger circle.

## 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.

