

Ideation Phase

Brainstorm & Idea Prioritization

Date	24 June 2025
Team ID	LTVIP2025TMID59612
Project Name	SB Foods - On-Demand Food Ordering Platform
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.

- Online food ordering platform
- AI-based product suggestions
- Secure cart and order management
- Restaurant approval and product listing flow
- Admin dashboard with control over users, orders, and listings
- Filter by category (veg, non-veg, beverage, etc.)
- Discount & promotion engine
- Customer feedback and ratings
- OTP-based mobile verification
- Language and theme personalization

Prioritization Criteria:

- User Impact
- Feasibility
- Business Value
- Time to Implement

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

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

At the beginning of the project journey, our team came together with the shared objective of building a solution that not only showcases our technical skills but also solves a meaningful, real-world problem. The team, composed of individuals with diverse skills across front-end, back-end, database, and UI/UX, initiated the process through both in-person and virtual meetings using Google Meet, WhatsApp, and collaborative platforms like Google Docs.

We initiated our collaboration by establishing clear roles, selecting communication tools, and scheduling brainstorming sessions. During the initial gatherings, each team member

was encouraged to present real-world challenges they observed in their surroundings — from student lifestyle inconveniences to service delivery gaps.

Through multiple collaborative discussions, we compiled various problem domains. After analyzing feasibility, impact, and relevance, we decided on the **on-demand food ordering system** as our problem to solve. The chosen problem addressed a common scenario: users (especially students and professionals) struggling to find reliable food delivery services during odd hours, such as late at night.

The final problem statement selected:

“To develop a full-stack food ordering web application (SB Foods) to streamline late-night food delivery by enabling seamless interaction between users, restaurants, and admins.”

Step 2: Brainstorm, Idea Listing and Grouping

Once the problem was finalized, the next step was a structured brainstorming session to explore various ideas and features for solving the identified problem effectively. Using tools like Miro Board and Google Jamboard, each team member contributed ideas individually first, which were then collectively discussed.

We focused on questions like:

- What features would make a food ordering experience more efficient?
- How can we make the app user-friendly for both customers and restaurant admins?
- What functionalities are missing in existing food delivery apps?

Raw Idea List (Samples):

- User authentication (Login/Signup)
- Multiple payment methods
- Live order tracking
- Real-time restaurant availability
- AI-based product recommendations
- Admin control for promotions
- Responsive design for both web and mobile
- Cart and checkout functionality
- Delivery address management
- Late-night restaurant filters

Grouping Ideas into Clusters:

The above ideas were grouped under:

- **User Features:** Registration, browsing products, adding to cart, checkout
- **Restaurant Features:** Menu management, order status, approval system
- **Admin Features:** User control, product moderation, report generation
- **System-Wide Features:** Real-time updates, secure payment, scalability

This grouping helped us form a modular structure for both frontend and backend development and laid the foundation for our MVP scope.

Step 3: Idea Prioritization

Following the brainstorming, the next logical step was to prioritize ideas based on:

- **User Value**
- **Feasibility within project duration**
- **Complexity**
- **Team expertise**
- **Resource availability**

We used the **MoSCoW method** (Must Have, Should Have, Could Have, Won't Have) and a **Feasibility-Impact Matrix** to prioritize.

Example of Prioritization Results:

Feature	Priority	Reason
User Registration/Login	Must Have	Core access to application
Cart & Checkout	Must Have	Essential for order flow
Restaurant Menu Management	Must Have	Enables product listing
Live Order Status	Should Have	Good to enhance user experience
AI-based Food Recommendations	Could Have	Adds value but not critical in MVP
Facebook/Gmail Login	Could Have	Helpful but not immediately necessary
Admin Dashboard with Analytics	Should Have	For future performance tracking
Chat Support Integration	Won't Have	Out of current scope

Based on prioritization, we were able to clearly define our **Minimum Viable Product (MVP)**, which included:

- User login/registration
- Product catalog

- Cart and order placement
- Admin approval system
- Basic restaurant interface