

Ideation Phase

Shopsmart: Your Digital Grocery Store Experience Template

Date	31 January 2025
Team ID	LTVIP2025TMID59352
Project Name	ShopSmart:Your digital grocery store experience
Maximum Marks	4 Marks

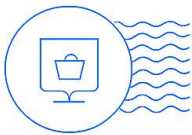
Shopsmart: Your Digital Grocery Store Experience Template:

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



ShopSmart: Your Digital Grocery Store Experience

Before you collaborate

Understand the concept

✓ Prioritizing user friendly navigation and robust backend management for diverse customers.

» Get familiar with features

The ShopSmart webapp offers a variety of digital grocery shopping experiences for diverse customers. This will be

» Become familiar with features


- User personalization and browsing
- Secure transactions and checkout
- Seamless seller and admin backend

Define your problem statement




Which problems could a shopping shopping webapp solve?

→ Perfamt

How might we improve the online shopping shopping journey



Key rules of brainstorming

-  Go for quantity
-  Defer judgment
-  Link and improve

Step-2: Shopsmart Listing and Grouping

ShopSmart — Listing & Grouping

Voice enabled shopping assistant	Security & Trust
Smart search & filter	Encrypted payments
2FA login	Role-based access
GDPR-compliant privacy policy	Performance monitoring

Step-3: Idea Prioritization

