# Ideation Phase

# Phase-1: Brainstorming & Idea Prioritization

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| Date | 21 June 2025 |
| Team ID | LTVIP2025TMID20459 |
| Project Name | Docspot |
| Maximum Marks | 4 Marks |

**Objective:** The objective of this phase was to explore, design, and prioritize innovative ideas to build a seamless, user-friendly online bookstore platform. Through collaborative brainstorming and strategic planning, the team focused on addressing common issues in book purchasing and inventory management while creating a scalable digital foundation for future e-commerce expansion.

## Key Activities:

**Step 1: Team Collaboration and Problem Statement Selection**

Team Collaboration and Problem Statement Selection

The team assembled on [Insert Start Date] to analyze gaps in traditional and online book-selling platforms.

**Through research and shared user experiences, the final problem statement was defined:**

"Traditional bookstore systems lack real-time inventory, user convenience, and personalized experience, resulting in poor engagement and missed sales opportunities."

**Step 2: Brainstorming, Idea Listing, and Grouping**

**All team members contributed ideas openly, which were then categorized into three core focus areas:**

**User-Centered Features:**

Role-based registration/login (Admin, Seller, Buyer)

Book browsing with filters (category, price, author, rating)

Add to wishlist/cart functionality

Order history and tracking

Reviews and ratings for books

**Seller-Centered Features:**

Add/update/remove books with images and details

View order requests and manage stock

Access analytics for top-selling books and customer trends

**Admin-Centered Features:**

Approve or reject seller registrations

Manage all users and books

Monitor transactions and user feedback

**Generate platform-wide reportsStep 3: Idea Prioritization**

The team used an impact–effort matrix to identify features for the Minimum Viable Product (MVP).

Priority was given to high-impact, low-effort functionalities to ensure a quick and effective launch.

**Selected for MVP (Phase-1):**

Role-based registration/login (Admin, Seller, Buyer)

- Book listing with category filters
- Add to cart and checkout
- Admin approval of seller accounts
- Order tracking for users and sellers
- Dashboards for all user

**Deferred for Future Phases:**

Recommendation system based on purchase history

- Real-time chat with sellers
- AI-based personalized book suggestions
- Loyalty points and discounts
- Return/refund management system