## **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