

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 February 2025
Team ID	LTVIP2026TMIDS41763
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 displays the 'Brainstorm & Idea Prioritization' template interface. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a wavy line graphic. It contains three steps:
  - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. (10 minutes)
  - B Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
  - C Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session. A 'Open article' button is provided.
- Define your problem statement:** This section shows a box labeled 'PROBLEM' containing 'How might we [your problem statement]?'. It includes a step: **1 Define your problem statement**. A note says: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' (5 minutes).
- Key rules of brainstorming:** This section features a brain icon and a list of six rules:
  - Stay in topic.
  - Defer judgment.
  - Go for volume.
  - Encourage wild ideas.
  - Listen to others.
  - If possible, be visual.

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

**Brainstorm**

Gather and organize ideas for building our ShopEZ, a one-stop e-commerce platform.

**Thathireddy Lokitha**

- User Authentication System → Effortless Product Discovery
- Implement JWT Auth for secure sessions → JWT Auth for secure sessions
- Backend Filtering Querius (MongoDB) → REST API Integration (Express.js)
- REST API Integration (Express.js) → UI Component Development (React.js)

**Yadavakunta Pradeep Reddy**

- Personalized Recommendations → Payment Gateway Integration
- Efficient Admin Dashboard → Seller Order Management APIs
- Seller Order Management APIs → Customer Analytics System
- Real-Time Stock Updates → Chart.js for Data Visualization

**M Sai Dhiraj Kumar**

- Seamless Checkout Process → Seamless Checkout Process
- Instant Order Confirmation → Role-Based Access Control
- Role-Based Access Control → Content-Based Filtering for Recommendations
- NodeMailer for Email Notifications → Perf. Monitoring & Enhancements

**ShopEZ**  
A Scalable MERN-Based Shopping Platform  
- Role-Based Access & Secure Checkout

**User Flow**

- Login / Sign Up
- Browse Products
- Add to Cart
- Personal Recommendations
- Secure Checkout
- Login as Admin / Seller
- Dashboard Overview
- Manage Orders
- Update Product Stock
- View Sales Analytics
- Process Refunds

**Security**

- JWT Authentication
- Data Encryption
- Role-Based Permissions
- Rate Limiting
- AI/ML Recommendation
- Sales Analytics
- Demand Forecasting
- AI Chatbot for Support

User Flow	Admin / Seller Dashboard	Payment System	Security	Enhancements
<ul style="list-style-type: none"> <li>Login / Sign Up</li> <li>Browse Products</li> <li>Add to Cart</li> <li>Personal Recommendations</li> <li>Secure Checkout</li> <li>Order Confirmation</li> </ul>	<ul style="list-style-type: none"> <li>Login as Admin / Seller</li> <li>Dashboard Overview</li> <li>Manage Orders</li> <li>Update Product Stock</li> <li>View Sales Analytics</li> <li>Process Refunds</li> </ul>	<ul style="list-style-type: none"> <li>Integrate Stripe/PayPal</li> <li>Payment Gateway API</li> <li>Secure Payment Processing</li> <li>Order Confirmation Emails</li> <li>Refund Management System</li> </ul>	<ul style="list-style-type: none"> <li>JWT Authentication</li> <li>Data Encryption</li> <li>Role-Based Authentication</li> <li>Rate Limiting</li> <li>Encrypted Password Storage</li> </ul>	<ul style="list-style-type: none"> <li>AI/ML Recommendation</li> <li>Sales Analytics</li> <li>Demand Forecasting</li> <li>AI Chatbot for Support</li> </ul>

## Step-3: Idea Prioritization

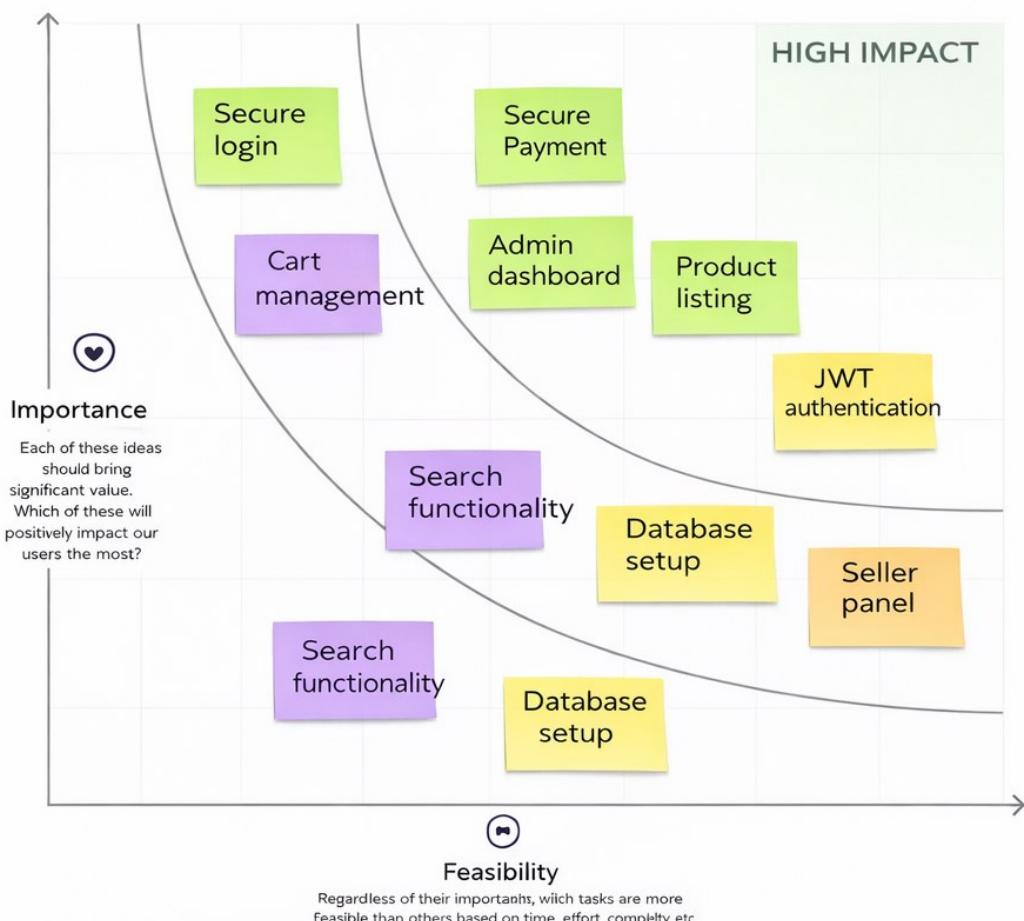
1

### 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



A legend is useful when the sticky notes use different colors or categories!

Press the **N** key to add new sticky notes or the **H** key to add a shape to the grid.



Core Feature



Site Feature



Technical / Non-User