**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

| Date | 31 January 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID55575 |
| Project Name | SHOPSMART-DIGITAL GROCERY STORE EXPERIENCE |
| 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**

Graphical user interface, application

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**STEP 1:**

**TEAM GATHERING,COLLABORATION AND SELECT THE PROBLEM STATEMENT:**

Our team gathered to discuss the current shopping experience in local grocery markets ans supermarkets. We identified several pain points including time-consuming shopping, difficulty in finding specific products, lack of personalized offers, and long queues at billing counters.

**SELECTED PROBLEM STATEMENT:**

To build a smart digital grocery store experience that minimizes physical effort, offers real-time product discovery, smart cart features, digital payments, and personalized shopping insights for consumers.

**STEP 2:**

**BRAINSTORM, IDEA LISTING AND GROUPING:**

**RAW IDEAS LISTED BY TEAM:**

1. Smart shopping cart with auto-billing
2. Mobile app for home delivery and in-store navigation
3. AI-based product recommendation system.

**GROUPED INTO IDEA CATEGORIES:**

**CUSTOMER CONVENIENCE:**

Mobile app, click and collect, home delivery.

**TECH BACKBONE:**

Inventory management, local store integration.

**USER ENGAGEMENT:**

Reviews, loyalty program, feedback system.

**STEP 3:**

**IDEA PRIORITIZATION:**

We used a prioritization matrix based on Impact vs. Feasability

**IDEA:** Smart shopping cart **IMPACT:** High

**FEASABILITY:** Medium  **PRIORITY:** High

**IDEA:** Mobile app for delivery + in-store **IMPACT:** High **FEASABILITY:** High **PRIORITY:** High

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

Graphical user interface, treemap chart

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**Step-3: Idea Prioritization**

**Diagram

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