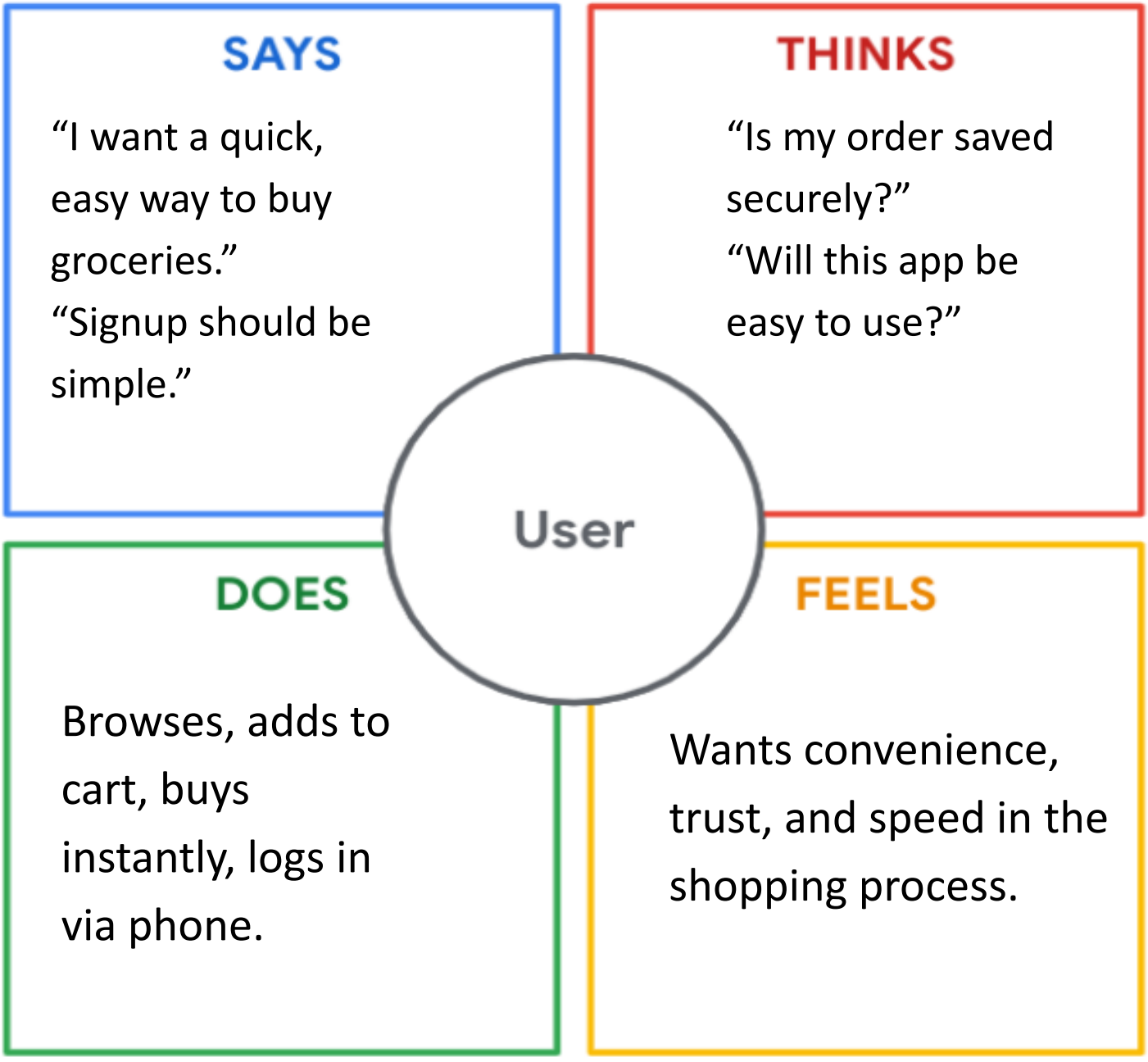
Ideation Phase

➢ Problem Statement

In today's fast-paced world, many customers seek the convenience of purchasing groceries online rather than visiting physical stores. However, existing solutions often lack personalization, are overly complex, or do not cater to local needs. There is a need for a simple, user-friendly grocery web application that enables users to browse products, add items to a cart, and place orders easily — all while maintaining a smooth and secure login system.

This project aims to solve this problem by developing a full-stack grocery web application using ReactJS for the frontend, Node.js/Express for the backend, and MongoDB for database storage, providing users with a seamless shopping experience.

➢ Empathy Map



➢ Brainstorming

🎯 **Goal:**

To create a simple and user-friendly web application that simulates online grocery shopping, allowing users to register, browse products, add to cart, and place orders.

Key Ideas Generated:

- Use **ReactJS** for building a responsive UI.
- Integrate **Node.js + Express** for backend APIs.
- Store user data, products, cart, and orders in **MongoDB**.
- Implement **login/signup** using minimal details like mobile number.
- Allow users to **Buy Now** or **Add to Cart**, with clear navigation.
- Display **ordered items** in a separate page for clarity.

Main Focus Areas:

- Keep UI **colourful yet elegant**.
- Ensure **smooth data flow** between frontend and backend.
- Make user interaction simple and intuitive (e.g., one-click cart/checkout).
- Avoid unnecessary complexity — only include essential features.