

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS78575
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 Marks

#### **Brainstorm & Idea Prioritization Template:**

#### **Step-1: Team Gathering, Collaboration and Select the Problem Statement**

##### **1 Define your problem statement**

<b>PROBLEM</b>	<b>PROBLEM</b>
How might we make online grocery shopping easy and convenient for customers, allowing them to find all the products they need in one place and order them quickly?	How might we help grocery store administrators manage inventory, orders, and customer data more efficiently from a centralized platform?
<b>PROBLEM</b>	<b>PROBLEM</b>
How might we ensure a secure and reliable online grocery shopping platform that protects users' data and allows safe transactions?	How might we allow customers to track their orders in real-time, receive updates on deliveries, and easily manage their orders?
<b>PROBLEM</b>	<b>PROBLEM</b>
How might we support multiple user roles, such as admin and customer, ensuring that each has appropriate access and permissions?	How might we support multiple user roles, such as admin and customer, ensuring that each has appropriate access and permissions?

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

**2 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

**Naveen Lualapu**

Real-time geocoding or verifications	Easy access geo-tagging feature	Add to cart without register	Paypal API integration	Role-based admin module Admin User	Discount system	Inventory management system	Order pending page	Wishlist feature	Fast checkout process
Secure API authentication	Role-based login, logout system	Discount gateway integration	Order tracking system	Order history page	REST API Integration using Axios	Mongodb database storage			

**3 Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller groups.

⌚ 20 minutes

**TIP**

Always consider the 3x3 rule to represent items like a priority, project stage, success metric, category. Add golden rules with the note like priority 1 represents the top 30% whenever you clusterize.

Customer Experience Ideas	Admin & Management Ideas	Security & System Ideas	Payment & Integration Ideas			
Real-time stock visibility	Easy search filters	Add to cart	JWT authentication	Role-based access control	Payment gateway integration	Email notification system
Add to cart	Wishlist	Inventory tracking	Order management	Password encryption (bcrypt)	Coupon & discount system	Coupon discount system
Order tracking		Order management	Sales report generation	Secure REST API calls		

## Step-3: Idea Prioritization

