

Ideation Phase

Brainstorm & Idea Prioritization

Date	24 March 2025
Team ID	SWTID1742575574
Project Name	Grocery webapp
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

We held a brainstorming session to select a relevant and innovative problem statement. After evaluating multiple ideas, we collectively agreed to build a Blinkit-cloned grocery web app, aiming to bring real-time shopping convenience to users with strong backend support for sellers and admins. Each team member presented their individual ideas, which were then analyzed and grouped to form a final collective idea.

Step-2: Brainstorm, Idea Listing and Grouping

Neelam

Product search filters (Category, price, brand)	Add to Cart & Wishlist functionality
Order tracking Page	Personalized recommendation using AI
Admin panel to approve/ reject seller registration	User review and rating systems

Somya

Option to apply discounts and offers	Track product returns and refunds
Dashboard to view total orders and revenue	Manage and resolve customer queries
Profile management and password reset	Order history

Riya

Use of MERN Stack for scalability and performance	Role based login system (User, Seller, Admin)
Live delivery tracking using Google Maps API	Responsive design for desktop, tablet, and mobile
Password hashing and secure session storage	Integration with Razorpay/Stripe sandbox for transactions

Deorshi

Notify users of flash sales or new stock arrivals	Voice search
Integration with WhatsApp/ Email for order confirmations	Scan barcode to reorder products
Wallet balance + UPI payment	Refer and Earn system

Finalized Idea:

Develop an interactive seller dashboard with automated inventory tracking, sales insights, and order fulfillment management.

Ideas for Features:**Customer Features:**

- User authentication (signup/login)
- Advanced product search with filters
- AI-based product recommendations
- Secure checkout with multiple payment options
- Real-time order tracking and delivery updates

Seller Features:

- Product listing and inventory management
- Order processing and fulfillment tracking
- Sales analytics with detailed reports

Admin Features:

- User and seller verification and management
- Payment processing, refunds, and dispute resolution
- Performance monitoring of platform operations
- Customer support and issue handling

Security Features:

- End-to-end encryption for transactions
- Multi-factor authentication for users and sellers
- AI-powered fraud detection and prevention
- Secure API calls and data protection mechanisms

Step-3: Idea Prioritization