Ideation Phase Brainstorm & Idea Prioritization

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

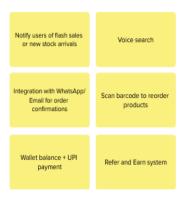
Brainstorm & Idea Prioritization:

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	Somya		Riya		
Product search filters (Category, price, brand)	Add to Cart & Wishlist functionality	Option to apply discounts and offers	Track product returns and refunds	Use of MERN Stack for scalability and performance	Role based login system (User, Seller, Admin)
Order tracking Page	Personalized recommendation using Al	Dashboard to view total orders and revenue	Manage and resolve customer queries	Live delivery tracking using Google Maps API	Responsive design for desktop, tablet, and mobile
Admin panel to approve/ reject selller registration	User review and rating systems	Profile management and password reset	Order history	Password hashing and secure session storage	Integration with Razorpay/Stripe sandbox for transactions

Deorshi



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

