

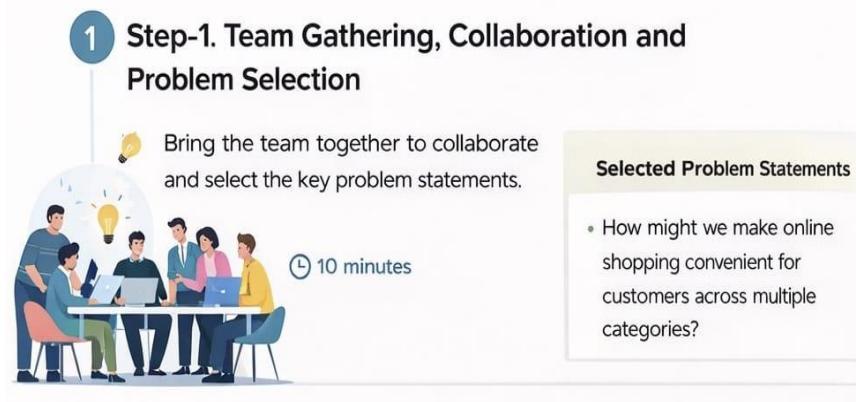
## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18February 2026
Team ID	LTVIP2026TMIDS83223
Project Name	Shopez-one stop shop for Online Products
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

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



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

## 2 Brainstorm, Idea Listing and Grouping

Brainstorm solutions, list down ideas on sticky notes, then cluster and group related ideas for easy prioritization.

 20 minutes

Selected Problem Statements	
<ul style="list-style-type: none"> <li>How might we make online shopping convenient for customers across multiple categories?</li> </ul>	<ul style="list-style-type: none"> <li>How might we help store admins manage products, orders, and customers efficiently online?</li> </ul>

**TIP**

Alm to cluster sticky notes by similarity. Use green, blue, yellow, and orange colors to organize ideas by category, making it easier to prioritize them later.



## 2 Brainstorm, Idea Listing and Grouping

Brainstorm solutions, list down ideas on sticky notes, then cluster and group related ideas for easy prioritization by ideas.

 20 minutes

Customer Experience Ideas	Admin & Management Ideas	Security & System Ideas	Payment & Integration Ideas
Real-time stock visibility Add to cart Order tracking	Easy checkout Wishlist Inventory management Order analytics	Bulk edit Admin dashboard Quick order editing Sales report generation	JWT authentication Role-based access control Password encryption MongoDB optimization Secure REST API calls
			Coupon & loyalty system Email & notification system Email notification system

## Step-3: Idea Prioritization

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#### 3a Prioritize

Your team should all be on the same page about what's important moving forward.

 20 minutes

**TIP**

Agree as a team on which ideas are high impact and easy to implement. Discuss factors like complexity, cost, and estimated time to prioritize effectively.