

## 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

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### Step-1. Team Gathering, Collaboration and Problem Selection

Bring the team together to collaborate and select the key problem statements.

⌚ 10 minutes

**Selected Problem Statements**

- How might we make online shopping convenient for customers across multiple categories?

#### 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

- How might we make online shopping convenient for customers across multiple categories?
- How might we help store admins manage products, orders, and customers efficiently online?

### TIP

Aim 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



## 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.

