Ideation Phase
Brainstorm & Idea Prioritization Template

Date	14 June 2025
Team ID	LTVIP2025TMID58635
Project Name	ShopSmart - eCommerce Grocery Web app
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

ShopSmart – Brainstorming & Idea Prioritization

⬛ Brainstorming Ideas

1. Add secure user authentication with JWT

2. Implement role-based access for admin and users

3. Create add to cart & wishlist functionality

4. Develop admin dashboard for product and order management

5. Enable search and product filtering

6. Deploy using cloud platforms (Vercel / Render)

7. Include responsive design for mobile and desktop

8. Add product reviews and ratings system

9. Integrate payment gateway in future versions

✅ Idea Prioritization Table

Priority	Feature	Reason for Priority
High	User authentication & role-based access	Core for security and user management
High	Add to cart & wishlist	Essential e-commerce functionality for user experience
High	Admin dashboard (product & order management)	Enables store management and content control
Medium	Search and product filtering	Improves usability, planned after MVP
Medium	Responsive design	Needed to reach mobile and desktop users
Low	Reviews & ratings	Enhances customer engagement, can be added iteratively
Low	Payment gateway integration	Planned for future, after core features are stable