**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

|  |  |
| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID54300 |
| Project Name | **ShopSmart** |
| Maximum 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.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Graphical user interface, application

Description automatically generated

**Objective:** Get the team together to collaborate and identify a key problem.

**Purpose:** Ensures everyone is aligned and that a meaningful, well-scoped challenge is selected before ideation begins.

**Usage in Your Project:**

**Selected Problem:**  
Grocery shopping, though essential, still involves pain points for both customers and shopkeepers. Long queues, unavailable items, and lack of stock visibility frustrate users. For store owners, manual inventory/order management is time-consuming and error-prone. There’s a lack of digital infrastructure that can bridge traditional shopping and modern convenience.

This led to the idea of building **ShopSmart** a full-stack grocery web application to help both customers and sellers streamline grocery operations digitally and in real time.

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

Graphical user interface, treemap chart

Description automatically generated

**Objective:** Encourage free thinking, collect a diverse range of ideas, and group similar ideas to form structured categories.

**Best Practices Followed:**

* No idea was dismissed initially
* Quantity was encouraged to explore creativity
* Ideas were clustered into **frontend**, **backend**, **admin features**, and **user experience** groups

**Usage in Your Project (ShopSmart):**

✅ **Customer-Centric Ideas**

* Add to cart, remove, update quantity
* User login/signup with JWT
* Track orders and view order history
* Give feedback and rate products
* Categorized product browsing (e.g., Fruits, Dairy)

✅ **Admin-Centric Ideas**

* Add/Edit/Delete products
* Update inventory in real time
* Manage user base and order logistics
* Dashboard for viewing key metrics (orders, users, products)

✅ **Tech Stack and Core Features**

* MERN Stack: MongoDB + Express + React + Node.js
* JWT for authentication
* MongoDB collections for products, users, orders, carts
* Role-based access (user/admin)
* Responsive design for desktop and mobile

✅ **Possible Enhancements (Ideation Only)**

* WhatsApp/SMS notifications
* Real-time GPS delivery tracking
* Online payment gateway integration
* AI-based recommendation engine
* Custom dashboards and analytics

.

**Step-3: Idea Prioritization**

**Diagram

Description automatically generated**

**Objective:** From the brainstormed pool, select the most viable and high-impact ideas.

**Techniques Used:**

* Group Voting & Impact vs Effort Matrix
* "Must Have" vs "Nice to Have" classification

**Prioritized Ideas for MVP:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | Feature / Idea | Priority | Reason | | Secure Login & JWT Auth | Must Have | Enables protected routes and role-based access | | Product Browsing with Filters & Categories | Must Have | Core function for user engagement | | Cart Management + Checkout | Must Have | Directly linked to purchase functionality | | Admin Dashboard (CRUD Products, Orders) | Must Have | Allows real-time backend control | | Order History & Feedback Collection | Should Have | Enhances user trust and platform learning | | Mobile-Friendly UI | Should Have | Makes platform usable on all devices | | Online Payments (Razorpay/Stripe) | Could Have | Improves UX but was deferred due to time/resource constraints | | Real-Time Delivery Tracking | Could Have | High impact but complex to implement in MVP | | AI-Powered Recommendations | Won’t Have | Future enhancement; not required for core functionality | |