Ideation Phase
Brainstorm & Idea Prioritization Template

Date	22 February 2026
Team ID	LTVIP2026TMIDS24072
Project Name	ShopEZ:One-Stop Shop for Online Purchases
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.

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

Step-2: Brainstorm, Idea Listing and Grouping

② Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil button to start drawing

Person 1	Person 2	Person 3	Person 4

Design a clean and responsive UI

Use clear product categories and navigation menus.

Add sorting options (low to high price, popularity, newest arrivals).

Separate admin and user roles.

mplement a search bar with filters (price, category, rating).

Divide products into logical categories.

User registration and login system.

③ Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add a convenience sign in offer, enter transfer transfer card, secure register and navigate important items as transfers within your event

- Add to cart functionality.
- Update quantity or remove items.
- Display total cost dynamically.
☞ Makes shopping process smooth and interactive.

- Simple checkout process.
- Order confirmation system.
- Order history page for users.
- Real-time order status updates.
☞ Improves reliability and transparency.

Admin Product Management Panel
- Add new products.
- Update product details.
- Delete outdated products.
- Manage inventory.
☞ Helps sellers/admin maintain the platform efficiently.

uture AI-Based Enhancements (Optional Advanced Idea)
- Personalized product recommendations.
- Customer behavior analysis.
- Smart search suggestions.
☞ Enhances user engagement and modernizes the platform.

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)