

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19/02/2026
Team ID	LTVIP2026TMIDS39395
Project Name	ShopSmart – Digital Grocery Web Application
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



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article ➔

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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

😊 Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Problem statement:

In today's fast-paced lifestyle, customers face difficulties in:

- Visiting physical grocery stores regularly
- Finding all products in one place
- Managing time for shopping
- Tracking orders and purchase history
- Experiencing secure and smooth checkout

Selected Solution:

To develop a **full-stack Grocery Web Application (ShopSmart)** using:

- Frontend: Angular
- Backend: Node.js + Express.js
- Database: MongoDB

The system will support:

- Customer shopping
- Cart & order management
- Secure payment
- Admin dashboard
- Role-based access

Step-2: Brainstorm, Idea Listing and Grouping**User Side Features**

- User Registration & Login
- Product Browsing by Categories
- Product Search & Filters
- Add to Cart
- Modify Cart
- Secure Checkout
- Order Tracking
- Order History
- Feedback System

Admin Side Features

- Add / Edit / Delete Products
- Manage Categories


- Manage Users
- View Orders
- Update Order Status
- Generate Reports
- Monitor Sales

Technical Ideas

- REST API based architecture
- JWT Authentication
- MongoDB Database integration
- Role-Based Access (Admin/User)
- Secure Payment Gateway Integration
- Responsive Design (Mobile + Desktop)
- Modular Angular Architecture


Security & Performance

- Password Hashing
- Input Validation
- Secure Data Transmission
- Error Handling & Logging
- Inventory Management




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 (which is always on the start drawing)


Amar




Yukesh




Person 3




Person 4




Person 5




Person 6



Person 7



Person 8



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Person 4

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

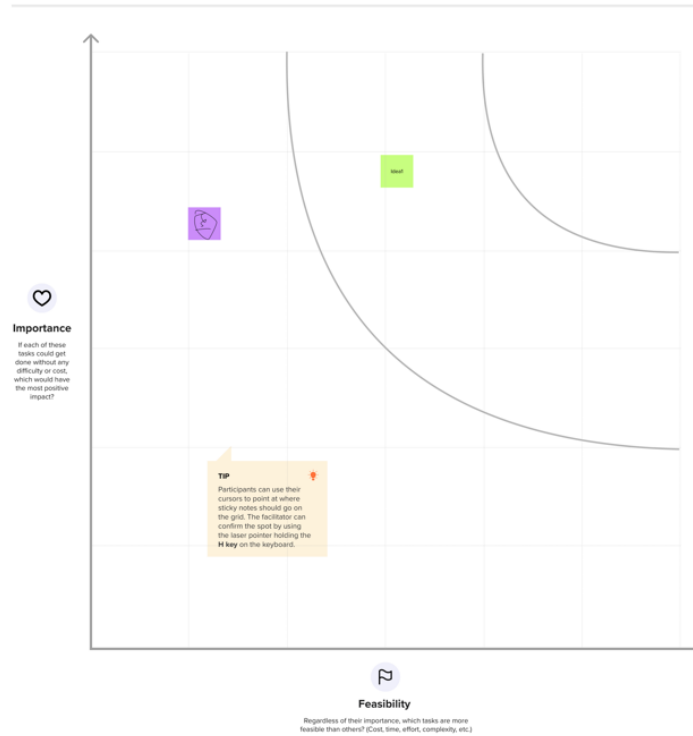
Step-3: Idea Prioritization

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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



After discussion, the team prioritized ideas based on:

- Feasibility
- Real-world usability
- Technical learning value
- Industry relevance

Final Selected Concept

Developing **ShopSmart – A Full Stack Digital Grocery Web Application** that:

- Provides seamless online shopping
- Supports Admin & User roles
- Uses Angular + Node.js + MongoDB
- Ensures secure transactions
- Demonstrates full-stack architecture