

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

The screenshot displays the Mural template for Brainstorm & Idea Prioritization. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a wavy line graphic. It contains three steps:
 - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. (10 minutes)
 - 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. A "Open article" button is provided.
- Define your problem statement:** This section shows a box labeled "PROBLEM" containing "How might we [your problem statement]?" (5 minutes).
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
 - 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

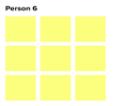
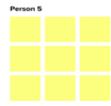
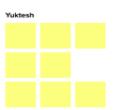
2

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 [edit] or
sketch [icon to start drawing]



3

Group Ideas

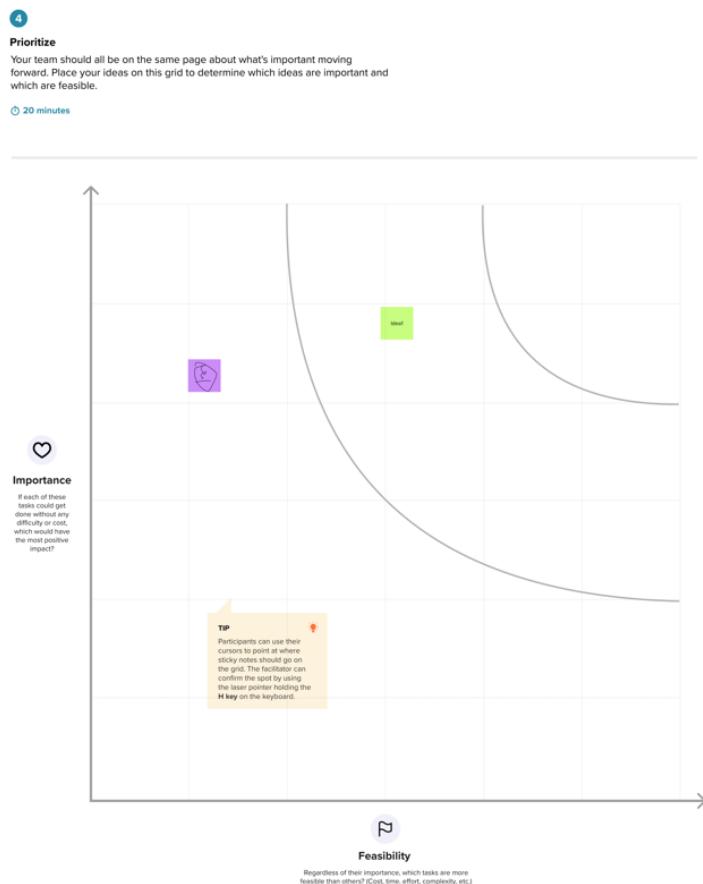
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

Person 4

TIP
Add customizable tags to your
notes to make it easier to find.
Then, use these tags to categorize important ideas as
themes within your mind.

Step-3: Idea Prioritization



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