Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19/02/2026
Team ID	**LTVIP2026TMIDS39395**
Project Name	**ShopSmart – Digital Grocery Web Application**
Maximum Marks	4 Marks

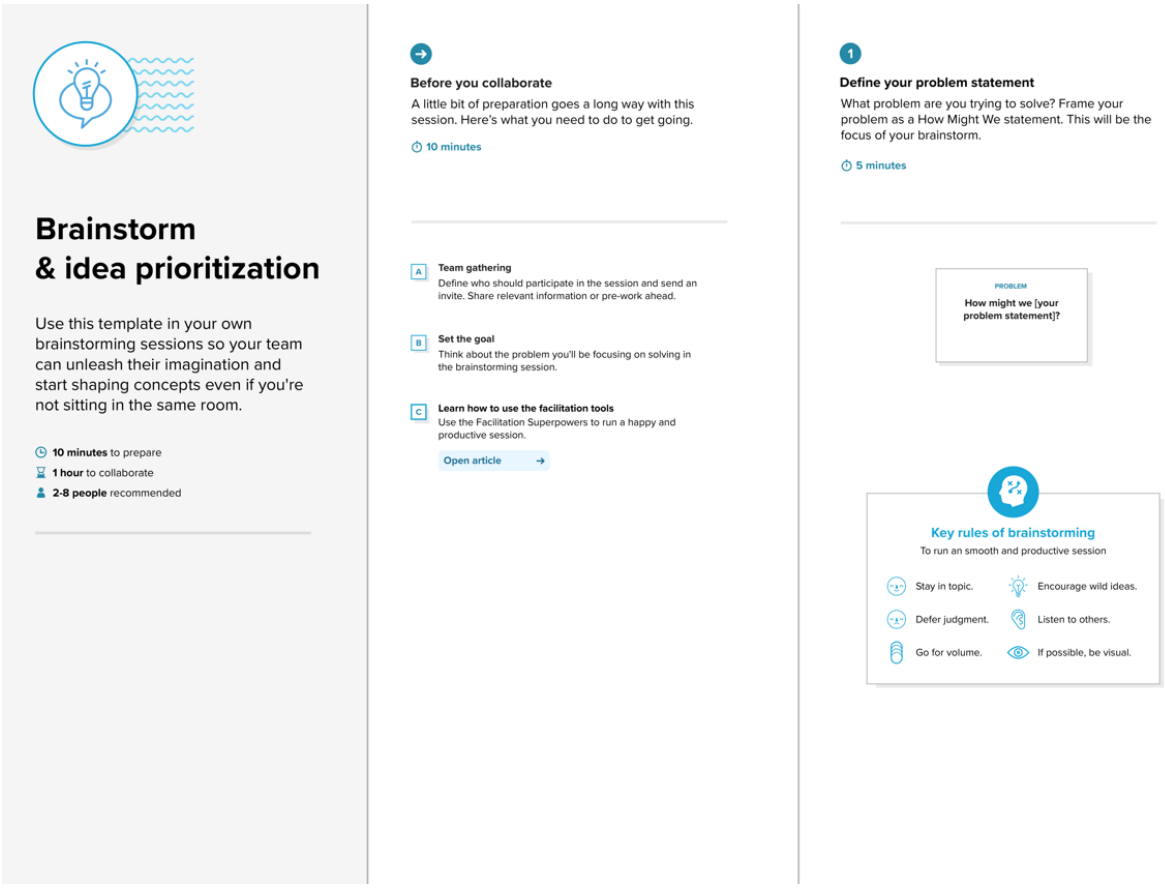
Brainstorm & Idea Prioritization Template:

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



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

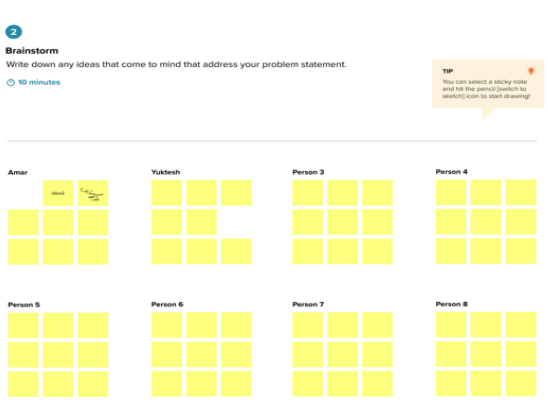
- Manage Users
- View Orders
- Update Order Status
- Generate Reports
- Monitor Sales

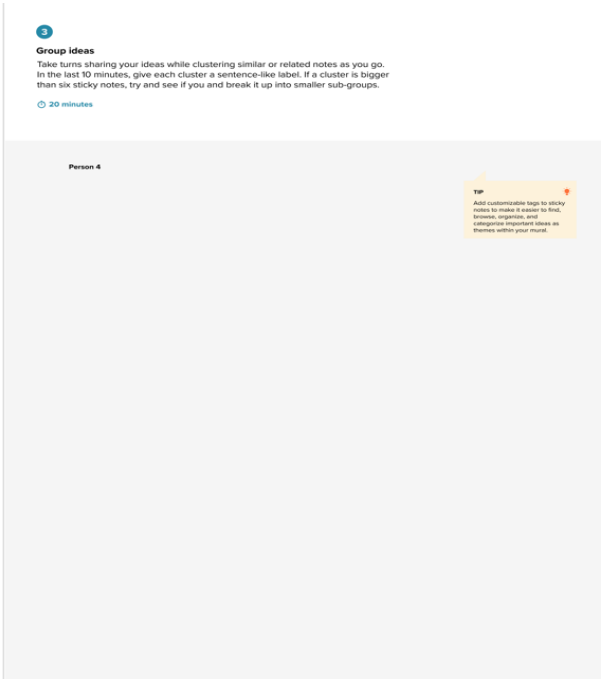
Technical Ideas

- 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

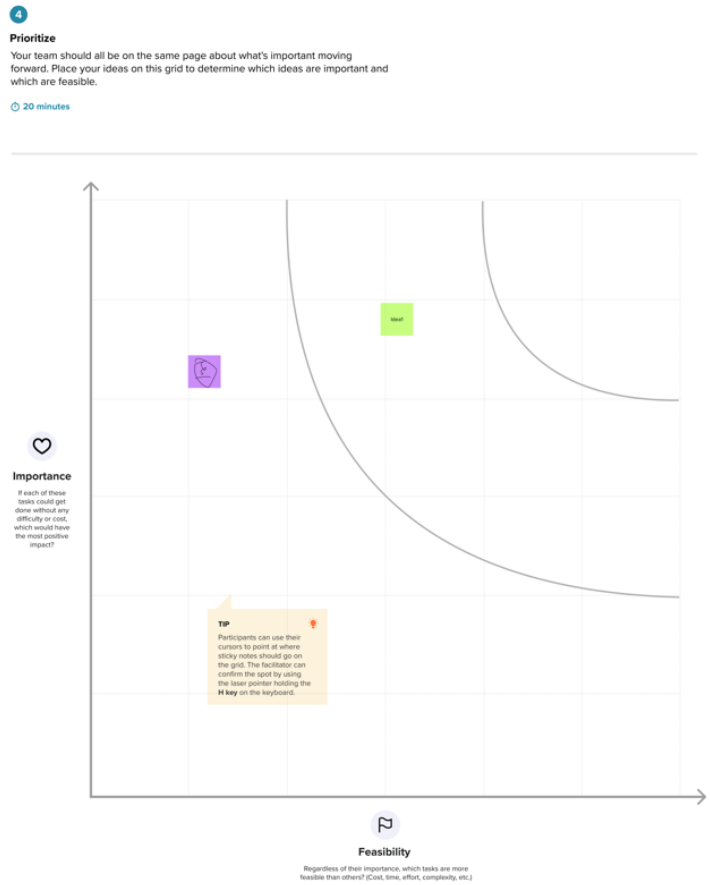
Security & Performance

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





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