**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID59619 |
| Project Name | Shopez : one-stop shop for online purchases |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

**Shopez** is an innovative platform designed to enhance online shopping experiences by connecting users with high-quality products, personalized recommendations, and intuitive navigation. The platform focuses on improving the way customers discover, evaluate, and purchase products through smart search, streamlined interfaces, and trust-building features.

This brainstorming session template fosters a free and collaborative environment where all team members are encouraged to share unique, creative, and out-of-the-box ideas. The goal is to identify, group, and prioritize key features that boost usability, trust, and engagement across the platform.

Use this document to channel your team’s creativity and shape raw concepts into structured, impactful solutions that support the ShopeZ mission—making online shopping smarter, faster, and more personalized for everyone.

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

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

Graphical user interface, application

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

Graphical user interface, treemap chart

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**Step-3: Idea Prioritization**

**Diagram

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