

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	6 August 2025
Team ID	PNT2025TMID10267
Project Name	GreenCart –Grocery-WebApp
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.

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

Our project team consists of 4 core members, each with clearly defined responsibilities:

- **Tushar Paliwal** – Frontend Developer (React.js, Tailwind CSS)
- **Yesh Sehu** – Backend Developer (Node.js, Express.js, Stripe)
- **Sushil Lohar** – UI/UX Designer and Testing
- **Sumit Prajapat** – Database & Deployment (MongoDB, Vercel, Cloudinary)

We conducted our first brainstorming session on **Google Meet**, where we discussed the project goals, shared technical expectations, and delegated tasks using **Trello**. A Notion document with feature breakdowns, tech stack, and design references was circulated before the session to ensure everyone was aligned.

B Set the goal

The main goal of **GreenCart** is to build a scalable and user-friendly **full-stack e-commerce platform** using the **MERN stack** that:

- Connects **local sellers** and **buyers** through a digital marketplace
- Supports **secure online transactions** and **Cash on Delivery**
- Allows users to manage carts, orders, and delivery addresses
- Enables sellers to manage their own product listings and view order dashboards

This project aims to address the digital gap for small-scale sellers by providing a robust and feature-rich web platform.

C Learn how to use the facilitation tools

To streamline collaboration, we used the following tools:

- **GitHub** – For version control, code collaboration, and issue tracking
- **Trello** – For task allocation, progress tracking, and managing phases
- **Figma** – For wireframing UI components and planning UX flow
- **Google Meet** – For virtual meetings and regular stand-ups
- **Notion** – To maintain documentation, resources, and shared goals

Each team member got familiar with these tools before the first session through self-learning or short YouTube tutorials. Tushar set up the initial GitHub repository and shared the development setup guide.

1 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 build a scalable, user-friendly e-commerce platform that empowers local sellers to reach digital customers, while providing buyers with a seamless and secure shopping experience using modern web technologies?

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 (switch to sketch) icon to start drawing!

Tushar

Design a fully responsive and mobile-friendly UI using React.js and Tailwind CSS.

Implement a dynamic cart system that updates in real-time and syncs with user sessions.

Allow users to save and manage multiple delivery addresses for better convenience.

Yash

Use JWT + Cookies for secure authentication of users and sellers.

Develop backend APIs for managing orders, cart, and payment processing.

Integrate Stripe for seamless and secure online payments.

Sushil

Design a clean and intuitive layout for the product listing and checkout process.

Provide separate dashboards with tailored UI for buyers and sellers.

Add visual feedback elements like product ratings, offer badges, and stock indicators.

Sumit

Structure the MongoDB database to efficiently handle users, products, orders, and reviews.

Use Cloudinary for optimized image storage and delivery.

Deploy the full-stack application using Vercel for both frontend and backend, ensuring CI/CD setup.

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

- Responsive UI with Tailwind and React
- Visual feedback (offers, ratings, stock indicators)
- Separate dashboards for sellers and buyers
- Clean product listings and checkout flow
- Real-time cart updates
- Mobile-friendly design

- Use of JWT and cookies
- Route protection
- Role-based access (users vs sellers)
- Defer judgment in authentication flow
- Secure login/logout flow

- Stripe payment integration
- Support for both online payment and COD
- Order tracking system
- Backend APIs for orders
- Address management
- View past orders

- MongoDB + Mongoose schemas
- Cloudinary image hosting
- Deployment with Vercel
- Organized backend routing
- Server-side controllers & models

Idea Prioritization

4

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

