

Ideation Phase

Brainstorm & Idea Prioritization

Date	16 February 2026
Team ID	LTVIP2026TMIDS81707
Project Name	shopez-one-stop-shop-for-online-purchases
Maximum Marks	4 Marks

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

In the initial phase of the project, the team comes together to align on goals, roles, and expectations. This step involves building a collaborative environment where every team member actively contributes their ideas and insights. Effective communication and brainstorming sessions are conducted to explore various real-world problems that the team is passionate about solving.

The focus is on identifying a relevant, meaningful, and user-centered problem that can be addressed through technology. The team evaluates multiple ideas, discusses user pain points, and eventually selects one well-defined problem statement that will guide the rest of the project.

This foundational step ensures that all team members are on the same page and committed to solving a problem that truly matters to the target users.

Step-2: Brainstorm, Idea Listing and Grouping

After selecting the initial problem statement, the team enters the ideation phase, where creativity and open thinking are encouraged. This step involves brainstorming a wide range of possible solutions, features, or approaches that could address the selected problem from different angles.

Each team member shares ideas—no matter how big or small—while others listen and build upon them. These ideas are then documented in a shared space (whiteboard, sticky notes, or digital tools like Miro, Google Docs, etc.)

Step-3: Idea Prioritization

Once all ideas have been brainstormed and grouped, the next crucial step is prioritizing them based on impact, feasibility, and user value. Not every idea can be implemented immediately, so the team must decide which features or solutions offer the greatest value to the user while being realistic to develop within the project scope and timeline.

Common techniques used for idea prioritization include:

- MoSCoW Method (Must Have, Should Have, Could Have, Won't Have)
- Impact vs. Effort Matrix
- Voting or Dot Voting to reflect team consensus

This process helps:

- Focus on high-impact, achievable features
- Avoid overloading the app with unnecessary complexity
- Align the team around what matters most for the user experience