

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	21 April 2025
Team ID	SWTID1743510702
Project Name	ShopEZ: E-commerce
Maximum Marks	4 Marks

## 🔍 Brainstorming & Idea Generation for ShopEZ

### 🔍 Problems Identified

1. Users spend too much time searching for the right product.
  2. Product recommendations are not personalized.
  3. Checkout process is too long or confusing.
  4. Many sellers are unverified or untrustworthy.
  5. Difficulties with product returns and refunds.
  6. No way to visualize certain products (e.g. furniture, fashion) before buying.
- 

### 💡 Ideas Generated

1. Smart product search with filters (price, brand, rating, delivery time).
  2. AI-based personalized recommendations based on user behavior.
  3. One-click secure checkout system.
  4. Verified seller badges and ratings.
  5. Transparent return/refund policies.
  6. AR (Augmented Reality) product visualization.
  7. Chatbot for instant help or FAQs.
  8. Save-for-later and wishlist features.
  9. Daily deals and offers notification system.
-

## ✓ Prioritization of Ideas

Idea	Priority	Reason
Personalized Recommendations	High	Increases engagement and satisfaction
Easy Checkout	High	Reduces cart abandonment
Verified Seller System	High	Builds trust and encourages purchase
Transparent Return Policy	Medium	Improves confidence in buying
Smart Search Filters	Medium	Helps users find what they need quickly
Chatbot for Help	Medium	Useful but not urgent
AR Product View	Low	Nice-to-have, but not essential at launch