**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 31 January 2025 |
| Team ID | SWTID1743315070 |
| Project Name | ShopEZ – A Seamless Online Shopping Platform |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

"How might we simplify the online shopping experience for both buyers and sellers, ensuring personalized product discovery, secure transactions, and effective order management?"

Our team gathered to identify pain points commonly experienced by busy consumers and small business sellers in the online shopping ecosystem. We agreed to focus on developing a platform that bridges the gap between convenience, personalization, and backend efficiency.

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

Our team came together to explore the common challenges faced by time-constrained shoppers and small-scale sellers in the e-commerce space. We decided to concentrate on creating a platform that balances user convenience, personalized experiences, and efficient backend operations.

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

Buyer-Centric Ideas:

* Personalized product recommendations using user data
* Smart filters for targeted product discovery
* Wishlist and saved items functionality
* Seamless and secure checkout process
* Instant order confirmations via email/notifications

Seller-Centric Ideas:

* Dashboard for inventory and order management
* Sales analytics for performance tracking
* Easy product upload with category tags
* Buyer interaction for handling custom orders

Platform Features:

* User Authentication & Profile Management
* Cart and Order Tracking
* Admin Panel for backend oversight
* Categorized and searchable product catalog

Grouped Ideas:

* **Discovery**: Smart filters, recommendation engine
* **Transaction**: Secure payment, order confirmation
* **User Experience**: Personalization, profile dashboard
* **Seller Tools**: Analytics, order dashboard, inventory upload

**Step-3: Idea Prioritization**

High Priority (MVP Features):

* Effortless Product Discovery
* Personalized Shopping Experience
* Seamless Checkout Process
* Efficient Order Management for Sellers

Medium Priority:

* Wishlist/Saved Items
* Admin Dashboard
* Sales Analytics

Low Priority (Future Enhancements):

* Custom Order Requests
* Chat Support Integration
* AR Product Previews