Ideation Phase
Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	LTVIP2025TMID53236
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 Marks

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.

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

Step-1: Team Gathering, Collaboration and Select the Problem Statement
- Problem: Users face difficulty in finding and ordering eco-friendly grocery products conveniently online.

Step-2: Brainstorm, Idea Listing and Grouping
- User-friendly UI with clear filters (e.g., organic, eco-friendly, local).
- Subscription model for regular delivery of green products.
- Eco points reward system.
- Real-time availability & delivery tracking.
- Transparent sourcing and packaging details.

Step-3: Idea Prioritization
High Impact & Feasibility:
- Clear filtering UI
- Delivery tracking system

Medium Impact:
- Eco points reward system

- Subscription model

Low Impact or Future Scope:
- Transparent sourcing with blockchain
- Partnering with green brands for exclusive offers