**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 5 july 2025 |
| Team ID | LTVIP2025TMID49612 |
| Project Name | **BookNest: Where Stories Nestle** |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization**

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

During our initial team discussions, we focused on solving a common real-world challenge—**making book discovery and purchase easier, smarter, and more efficient for users, sellers, and admins** in a centralized online platform.

After evaluating multiple domains like health, education, and commerce, we selected the **E-Commerce for Books** domain because:

* It allows us to implement **full-stack (MERN)** knowledge.
* Offers real-world applications like authentication, payment systems, role-based dashboards, etc.
* Aligns with modern digital transformation goals.

📌 **Problem Statement Chosen:**

"Design and develop a role-based full-stack book store web application where users can browse, purchase, and review books; sellers can manage listings and orders; and admins can monitor and control the platform."

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

Our team collaboratively listed and grouped the following ideas for implementation:

| **Idea** | **Category** | **Group** |
| --- | --- | --- |
| Role-based login/signup | User Access | Authentication |
| Browsing and searching books | Customer Features | Discovery |
| Add to cart and wishlist | Customer Features | Purchase Planning |
| Place orders with billing | Customer Features | Checkout |
| Seller dashboard to manage inventory | Seller Features | Book Management |
| Admin dashboard to monitor the system | Admin Features | Platform Oversight |
| Review and rating system | Customer Engagement | Feedback & Quality |
| Analytics dashboard for admin/sellers | Insights & Reports | Data Visualization |
| Approve/reject sellers and reviews | Admin Tools | Moderation |
| Demo admin account (pre-created) | Access Control | Admin Bootstrap |
| Responsive UI using Material UI | Frontend UI | Design & UX |

**Step-3: Idea Prioritization**

We prioritized ideas using the **Impact vs. Effort Matrix** to determine what to implement first for MVP (Minimum Viable Product) and later phases.

| **Feature** | **Impact** | **Effort** | **Priority** |
| --- | --- | --- | --- |
| Role-based authentication | High | Medium | High |
| Book listing and browsing | High | Medium | High |
| Cart and wishlist | High | Medium | High |
| Order placement | High | High | Medium |
| Seller book management | High | High | High |
| Admin review and seller approval | Medium | Medium | Medium |
| Reviews with star ratings | Medium | Medium | Medium |
| Analytics dashboard | Medium | High | Low |
| Material UI responsive design | High | Medium | High |
| Create pre-defined demo admin | High | Low | High |

We used collaborative tools like Google Docs and Figma, and communication through Google Meet to discuss and assign features. Each member was involved in brainstorming, voting, and assigning priorities to the tasks.

**📌 Summary**

Through this structured ideation phase, we successfully selected a relevant problem statement, collaboratively brainstormed creative and practical ideas, and prioritized features that deliver maximum value in our MERN stack-based project. The process enabled clarity, alignment, and an efficient development strategy.