Ideation Phase

Brainstorm & Idea Prioritization

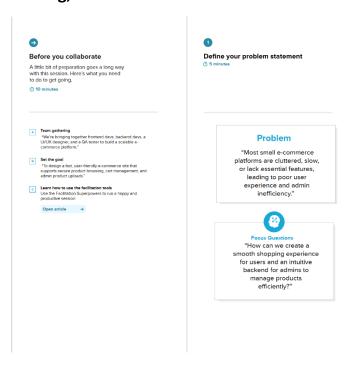
Date	12 April 2025
Team ID	SWTID1742751842
Project Name	ShopEZ: One-Stop Shop for
	Online Purchases
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

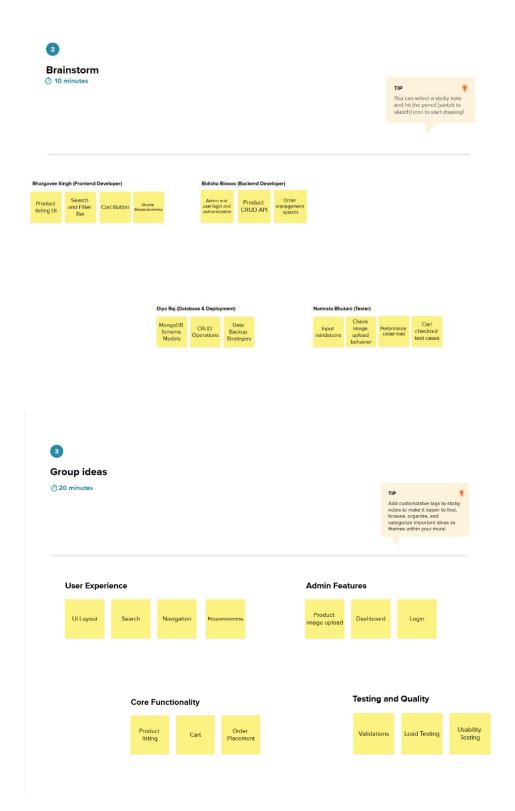
The initial phase of the ShopEZ project involved extensive brainstorming sessions to identify features that would create a smooth and impactful ecommerce experience. Our team explored user needs and technical feasibility to generate a list of potential functionalities.

This structured approach ensured that development efforts were aligned with both user expectations and project deadlines, allowing us to build a functional MVP (Minimum Viable Product) quickly, while planning for future scalability.

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



Step 2: Brainstorm, Idea Listing and Grouping



Step 3: Idea Prioritization

