

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 e-commerce 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




Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.


10 minutes

**Team gathering**

"We're bringing together frontend dev, backend dev, a UI/UX designer, and a QA tester to build a scalable e-commerce platform."

**Set the goal**

"To design a fast, user-friendly e-commerce site that supports secure product browsing, cart management, and admin product uploads."

**Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



Define your problem statement

5 minutes

**Problem**

"Most small e-commerce platforms are cluttered, slow, or lack essential features, leading to poor user experience and admin inefficiency."

**Focus Questions**

"How can we create a smooth shopping experience for users and an intuitive backend for admins to manage products efficiently?"

Step 2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Bhargavee Singh (Frontend Developer)

Product listing UI

Search and Filter Bar

Cart Button

Mobile Responsiveness

Bidisha Biswas (Backend Developer)

Admin and user login and authentication

Product CRUD API

Order management system

Diya Raj (Database & Deployment)

MongoDB Schema Models

CRUD Operations

Data Backup Strategies

Namrata Bhutani (Tester)

Input validations

Check image upload behavior

Performance under load

Cart/ checkout test cases

3

Group ideas

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

User Experience

UI Layout

Search

Navigation

Responsiveness

Admin Features

Product image upload

Dashboard

Login

Core Functionality

Product listing

Cart

Order Placement

Testing and Quality

Validations

Load Testing

Usability Testing

Step 3: Idea Prioritization

