

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 February 2026
Team ID	LTVIP2026TMIDS80402
Project Name	Order on you go
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

1 Step-1. Team Gathering, Collaboration and Problem Selection

 Bring the team together to collaborate and select the key problem statements.



⌚ 10 minutes

Selected Problem Statements

- How might we make online shopping convenient for customers across multiple categories?

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm, Idea Listing and Grouping

Brainstorm solutions, list down ideas on sticky notes, then cluster and group related ideas for easy prioritization.

 20 minutes

Selected Problem Statements	
• How might we make online shopping convenient for customers across multiple categories?	• How might we help store admins manage products, orders, and customers efficiently online?

TIP

Aim to cluster sticky notes by similarity. Use green, blue, yellow, and orange colors to organize ideas by category, making it easier to prioritize them later.

2 Brainstorm, Idea Listing and Grouping

Brainstorm solutions, list down ideas on sticky notes, then cluster and group related ideas for easy prioritization by ideas.

20 minutes

Customer Experience Ideas	Admin & Management Ideas		Security & System Ideas		Payment & Integration Ideas	
Real-time stock visibility	Easy checkout	Add to cart	Bulk edit	Admin dashboard	JWT authentication	Role-based access control
Add to cart	Wishlist		Inventory management	Quick order editing	Password encryption	MongoDB optimization
Order tracking			Order analytics	Sales report generation	Secure REST API calls	Coupon & loyalty system

Step-3: Idea Prioritization

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3a Prioritize

Your team should all be on the same page about what's important moving forward.

20 minutes

TIP

Agree as a team on which ideas are high impact and easy to implement. Discuss factors like complexity, cost, and estimated time to prioritize effectively.

