**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| --- | --- |
| Date | 21 june2025 |
| Team ID | LTVIP2025TMID49946 |
| Project Name | Shop EZ : ONE -STOP SHOP FOR ONLINE PURCHASES |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

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 Selection of Problem Statement**

* **Team Collaboration Activity:**  
  Virtual or in-person session where all team members were invited to contribute ideas and insights.
* **Selected Problem Statement:**  
  *"Online shoppers often face difficulties managing purchases across multiple platforms, resulting in inefficiencies in tracking orders, price comparisons, and personalized recommendations."*

**Step 2: Brainstorming, Idea Listing, and Grouping**

* **Brainstorming Guidelines:**
  + Encourage all team members to share ideas freely.
  + No criticism or immediate evaluation of ideas.
  + Focus on quantity over quality initially.
  + Build upon others' ideas.
* **Collected Ideas:**

| **Idea ID** | **Idea Description** | **Category** |
| --- | --- | --- |
| I001 | Unified dashboard to track orders from all platforms | Order Management |
| I002 | AI-based price comparison tool | Cost Efficiency |
| I003 | Product availability alert across platforms | Smart Shopping Tools |
| I004 | Chatbot for personalized shopping recommendations | User Experience |
| I005 | Integration with local delivery services | Logistics |
| I006 | Wishlist sync across platforms | Convenience |
| I007 | Voice search for multi-platform queries | Accessibility |

* **Grouped by Theme:**
  + **User Experience:** I004, I007
  + **Convenience:** I001, I006
  + **Cost Efficiency:** I002
  + **Logistics & Delivery:** I005
  + **Smart Tools:** I003

**Step 3: Idea Prioritization**

* **Prioritization Matrix (Impact vs Effort):**

| **Idea ID** | **Description** | **Impact** | **Effort** | **Priority Level** |
| --- | --- | --- | --- | --- |
| I001 | Unified order tracking dashboard | High | Medium | High |
| I002 | AI-based price comparison | High | High | Medium |
| I004 | Personalized shopping chatbot | Medium | Medium | Medium |
| I006 | Wishlist synchronization | Medium | Low | High |
| I003 | Product availability alert system | High | Low | High |
| I005 | Local delivery service integration | Low | High | Low |
| I007 | Voice search for shopping | Medium | Medium | Medium |

* **Top 3 Prioritized Ideas for MVP Development:**
  1. **I001** - Unified order tracking dashboard
  2. **I003** - Product availability alert system
  3. **I006** - Wishlist synchronization across platforms