

Ideation Phase

OrderOnTheGo & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID55302
Project Name	OrderOnTheGo- Your On-Demand Food Ordering Solution
Maximum Marks	4 Marks

OrderGo & Idea Prioritization Template:

OderGo – Food Ordering MERN App encourages a free and open environment where every team member actively participates in the creative thinking process to solve real-world problems within the application. Prioritizing volume over value, out-of-the-box ideas are welcomed and developed further through collaboration. Each contributor—whether working on frontend, backend, database, or design—is empowered to share unique insights that lead to impactful improvements.

This structured process allows the team to explore ways to enhance the food ordering experience, address technical issues, improve performance, and introduce innovative features. By working together, even remotely, the team can transform raw ideas into practical solutions that shape the future of the OderGo platform.

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

Goal: Identify key challenges in the application.

Team Members Involved:

- Frontend Developer (React.js)
- Backend Developer (Node.js/Express)
- Database Manager (MongoDB)
- UI/UX Designer
- QA Tester
- Product Owner

Step 2: Brainstorming Ideas Freely

Goal: Generate as many ideas as possible — no idea is bad.

Guidelines:

- Encourage **volume over perfection**.
- Build on others' ideas.
- Think like **both developers and end-users**.
- Use sticky notes, virtual whiteboards, or Google Docs.

Examples:

- Add OTP-based login to improve user retention.
- Implement socket.io for real-time delivery tracking.
- Auto-suggest dishes based on order history.
- Include a “popular items near you” section.

- Allow restaurant admins to bulk upload menu with images.

Step 3: Group and Cluster Similar Ideas

Goal: Identify patterns and group ideas based on:

- Functional area (Frontend, Backend, Admin, UX)
- Theme (User Experience, Speed, Features)
- Feasibility (Quick Win, Long Term)

Method:

- Use color codes or labels.
- Place related ideas together.
- Merge duplicates and refine.

Step 4: Prioritize Using Impact vs Effort Matrix

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



Final Output:

- A prioritized list of actionable improvements.
- Tasks assigned to team members.
- Momentum to enhance OderGo app with meaningful upgrades.