

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS45121
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

1 Define your problem statement

PROBLEM	PROBLEM
How might we make online grocery shopping easy and convenient for customers, allowing them to find all the products they need in one place and order them quickly?	How might we help grocery store administrators manage inventory, orders, and customer data more efficiently from a centralized platform?
PROBLEM	PROBLEM
How might we ensure a secure and reliable online grocery shopping platform that protects users' data and allows safe transactions?	How might we allow customers to track their orders in real-time, receive updates on deliveries, and easily manage their orders?
PROBLEM	PROBLEM
How might we support multiple user roles, such as admin and customer, ensuring that each has appropriate access and permissions?	How might we support multiple user roles, such as admin and customer, ensuring that each has appropriate access and permissions?

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Naveen Lualapu

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and break it up into smaller groups.

⌚ 20 minutes

TIP

Add customisable tags to sticky notes to represent items like a priority, project stage, success metric, category. Add system-wide with the note like `#parent` #category #your-mean wherever they contain tags.

Customer Experience Ideas	Admin & Management Ideas	Security & System Ideas	Payment & Integration Ideas
Real-time stock visibility Easy search filters Add to cart Add to cart Wishlist Order tracking	Admin dashboard Inventory tracking Order management Order management Sales report generation	JWT authentication Role-based access control Password encryption (bcrypt) Passionless REST API calls Secure REST API calls	Payment gateway integration Email notification system Coupon & discount system Coupon & discount system

Step-3: Idea Prioritization

