

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

<div>PROBLEM</div> <div>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?</div>	<div>PROBLEM</div> <div>How might we help grocery store administrators manage inventory, orders, and customer data more efficiently from a centralized platform?</div>
<div>PROBLEM</div> <div>How might we ensure a secure and reliable online grocery shopping platform that protects users' data and allows safe transactions?</div>	<div>PROBLEM</div> <div>How might we allow customers to track their orders in real-time, receive updates on deliveries, and easily manage their orders?</div>
<div>PROBLEM</div> <div>How might we support multiple user roles, such as admin and customer, ensuring that each has appropriate access and permissions?</div>	<div>PROBLEM</div> <div>How might we support multiple user roles, such as admin and customer, ensuring that each has appropriate access and permissions?</div>

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes



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 larger than six sticky notes, try and see if you can 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 ideas with the note like **payment gateway** to your mean whenever they contain like.



Step-3: Idea Prioritization

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Prioritize

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

20 minutes

TIP
Promote discussion that considers the factors of each idea so you can collectively agree on what is both high impact and easy to implement.

