

IdeationPhase Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS81333
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

Mural Link (Brainstorming)

<https://app.mural.co/t/atgsworkspace2758/m/atgsworkspace2758/1697613685502/8d94fdae546f3e85faa57e0e0eb2532a7b52d5a8?sender=u6662b8c63e5c4dfa94ac8405>

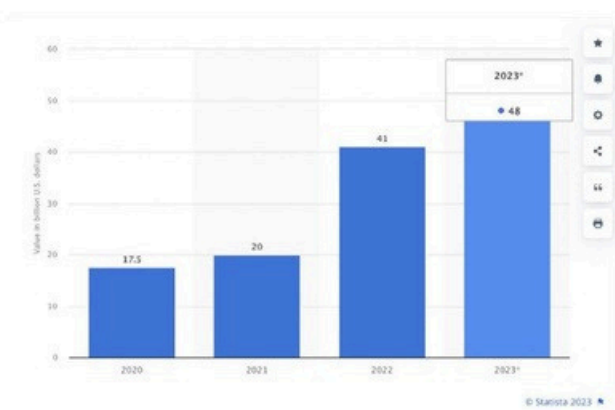
Step-1: Team Gathering, Collaboration and Select the Problem Statement

1

Define your problem statement

Online grocery shopping demand is increasing rapidly. Many users face difficulty in managing time for physical store visits. Traditional grocery shopping involves long queues, limited product comparison, and inefficient order tracking. With the growth of digital commerce, there is a need for a secure, scalable, and user-friendly grocery web application that allows users to browse products, add items to cart, place orders, and track delivery status efficiently.

🕒 5 minutes



PROBLEM

How might we develop a scalable and secure grocery web application using the MERN stack that provides seamless product browsing, cart management, order processing, and admin control while ensuring a smooth user experience?

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

React
Frontend UI

Product
Search &
Filter

Shopping
Cart System

Person 2

JWT
Authentication

Secure Login
System

Role-based
Access

Person 3

MongoDB
Database
Design

Order
Management
System

Category
Management

Person 4

Admin
Dashboard

REST API
Development

Order Status
Tracking

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 see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Frontend
(React UI)

Backend
(Node and
Express APIs)

Database
(MongoDB)

Authentication
(JWT Login
System)

Cart & Order
Management

Admin
Dashboard &
Product
Control

Order Tracking
& Status
Update

Step-3: Idea Prioritization

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

