

Ideation Phase

Phase-1: Brainstorming & Idea Prioritization

Date	21 June 2025
Team ID	LTVIP2025TMID53034
Project Name	Docspot
Maximum Marks	4 Marks

Objective: The objective of this phase was to explore, design, and prioritize innovative ideas to build a seamless, user-friendly online bookstore platform. Through collaborative brainstorming and strategic planning, the team focused on addressing common issues in book purchasing and inventory management while creating a scalable digital foundation for future e-commerce expansion.

Key Activities:

Step 1: Team Collaboration and Problem Statement Selection

Team Collaboration and Problem Statement Selection

The team assembled on [Insert Start Date] to analyze gaps in traditional and online book-selling platforms.

Through research and shared user experiences, the final problem statement was defined:

"Traditional bookstore systems lack real-time inventory, user convenience, and personalized experience, resulting in poor engagement and missed sales opportunities."

Step 2: Brainstorming, Idea Listing, and Grouping

All team members contributed ideas openly, which were then categorized into three core focus areas:

User-Centered Features:

Role-based registration/login (Admin, Seller, Buyer)

Book browsing with filters (category, price, author, rating)

Add to wishlist/cart functionality

Order history and tracking

Reviews and ratings for books

Seller-Centered Features:

Add/update/remove books with images and details

View order requests and manage stock

Access analytics for top-selling books and customer trends

Admin-Centered Features:

Approve or reject seller registrations

Manage all users and books

Monitor transactions and user feedback

Generate platform-wide reports

Step 3: Idea Prioritization
The team used an impact–effort matrix to identify features for the Minimum Viable Product (MVP).

Priority was given to high-impact, low-effort functionalities to ensure a quick and effective launch.

Selected for MVP (Phase-1):

Role-based registration/login (Admin, Seller, Buyer)

- Book listing with category filters
- Add to cart and checkout
- Admin approval of seller accounts
- Order tracking for users and sellers
- Dashboards for all user

Deferred for Future Phases:

Recommendation system based on purchase history

- Real-time chat with sellers
- AI-based personalized book suggestions
- Loyalty points and discounts
- Return/refund management system

