

# Ideation Phase

The ideation phase focuses on brainstorming and conceptualizing the project idea. In this phase, the project concept, features, and technologies were finalized.

## Key Activities

- **Identifying User Problems:**

1. Many small bookstores do not have an online platform to sell books digitally.
2. Users need a simple and convenient system to browse, select, and purchase books from home.

- **Market Research:**

1. Online book shopping is increasing due to convenience and easy access.
2. Customers expect features like cart, wishlist, and order tracking in modern e-commerce systems.

- **Competitor Analysis:**

1. Platforms like Amazon and Flipkart provide book selling services but are large-scale and complex.
2. There is a gap for a simplified, role-based academic MERN bookstore system.

- **Feature Listing\*\***

1. User features: Register/Login, Browse Books, Cart, Wishlist, Place Orders.
2. Seller & Admin features: Manage Books, Track Orders, Manage Users, Monitor System.

- **Technology Stack Selection:**

1. MERN Stack (MongoDB, Express.js, React.js, Node.js) was selected for full-stack development.
2. JWT authentication was chosen for secure role-based access control.

## Outcome

1. A clear vision of developing an Online Book Store system with role-based dashboards.
2. Finalized project features and technology stack for implementation.