Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18 December 2025
Team ID	
Project Name	Bookstore (StoryShelf)
Maximum Marks	4 Marks

Step-1: The Problem Statement

1

Define your problem statement

Readers and students struggle to find the right books online due to confusing platforms, poor search features, lack of proper categorization, limited availability, and unreliable delivery. This leads to frustration, wasted time, and dissatisfaction with the overall online book-buying experience.

⏱ **5 minutes**

PROBLEM

How might we help readers easily discover, compare, and purchase books online through a reliable, well-organized, and user-friendly bookstore platform?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

- Book browsing & detailed view
- Search and filter by genre/author/title
- User login & registration
- Shopping cart system & Wishlist
- Search and filter by genre/author/title
- Admin book management (CRUD)

Person 1

| Search & Filter system | Book detail page | User login/ register |

Person 2

| Admin CRUD book management | Reviews & Ratings | |

Person 3

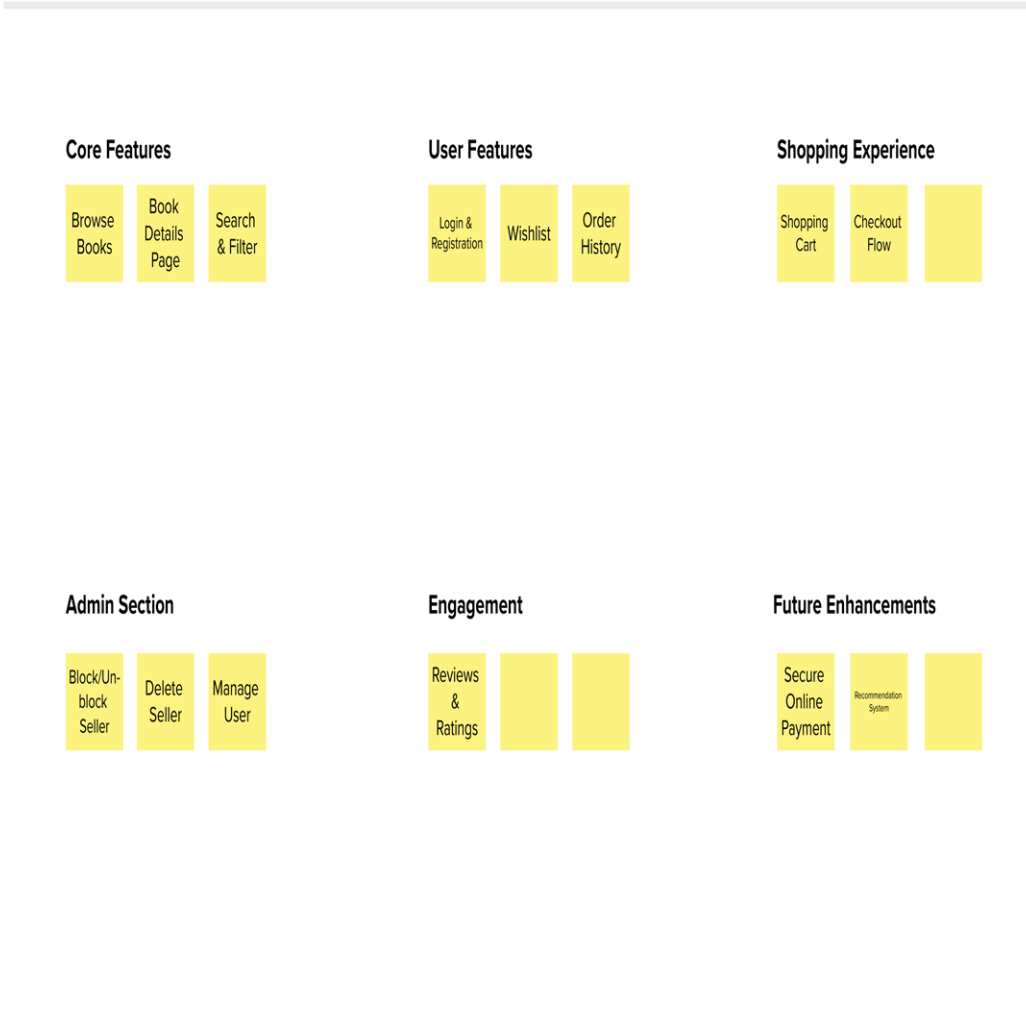| Order history | Shopping cart | Wishlist |

Person 4

| Reviews & Ratings | Secure payment | |

3

Group ideas

We prioritized features using an Impact vs. Feasibility Matrix. High-impact and feasible ideas included user authentication, book listing and categorization, search and filter functionality, and cart management, as these form the core user journey and are straightforward to implement. Features such as order status tracking, wishlist, and basic admin book management were also prioritized due to their direct impact on user experience and usability. More advanced features like online payment integration, personalized recommendations, e-book downloads, and real-time order notifications were identified as high-impact but complex, and were therefore planned for future implementation.

Core Features

Browse Books	Book Details Page	Search & Filter

User Features

Login & Registration	Wishlist	Order History

Shopping Experience

Shopping Cart	Checkout Flow	

Admin Section

Block/Un-block Seller	Delete Seller	Manage User

Engagement

Reviews & Ratings		

Future Enhancements

Secure Online Payment	Recommendation System	

Step-3: Idea Prioritization

④

Prioritize

- **High Impact & Low Effort:** Search & Filter, Browse Books, Admin CRUD
- **High Impact & High Effort:** Secure Online Payment, Recommendation System
- **Nice to Have:** Wishlist, Reviews & Ratings