**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

| Date | 14 April 2025 |
| --- | --- |
| Team ID | SWTID1743516636 |
| Project Name | SB Food Ordering App |
| 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.

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

## 

**Step-2: Idea Prioritization**

“How might we make it easier, more secure, and more engaging for customers to order food and for restaurants to manage orders through the SB Food Delivery App?”

#### 1. User Experience & Ordering Flow

* Intuitive interface with real-time order tracking
* Smart search and filters (by cuisine, rating, delivery time)
* Quick reorder/favorite meals feature
* Personalized recommendations (based on past orders)

#### 2. Security & Payments

* Secure login using JWT authentication
* Multiple payment options (Stripe, Apple Pay, Google Pay, COD)
* Encrypted user data and transaction history
* Fraud detection and suspicious activity alerts

#### 3. Integration & Logistics

* Integration with live map APIs (Google Maps) for tracking
* Delivery partner dashboard with route optimization
* Restaurant POS integration
* Push notifications for real-time updates

#### 4. Customization & Branding

* Branded pages for premium restaurants
* Theming options for the app (dark/light mode, user-chosen themes)
* Custom promo codes and loyalty rewards
* Custom delivery instructions and dietary filters