

# Ideation Phase Documentation

**Project:** MERN Ecommerce

**Date:** 7 August 2025

**Team ID:** [PNT2025TMID10691]

## 1. Brainstorm & Idea Prioritization

### Introduction

Brainstorming provides a free, open environment that encourages everyone in the team to participate creatively. Quantity of ideas is emphasized over quality; out-of-the-box solutions are welcome, and team members build upon one another's suggestions to generate many options.<sup>[4][5]</sup>

### Steps

- **Step 1: Team Gathering & Collaboration**

The team convenes to select a relevant and impactful problem statement for the ecommerce domain, such as, "How might we make online shopping easier for new users?"

*Notes:* Document your team, date, and problem statement in a table as in your attachment.

- **Step 2: Brainstorm & Idea Listing**

Each team member shares as many ideas as possible to solve the problem, for example: instant guest checkout, voice-assisted shopping, real-time personalized recommendations, etc.

Use sticky notes or an online board to list these, then cluster similar ideas and label the clusters with descriptive sentences.

- **Step 3: Idea Prioritization**

Plot ideas on a feasibility vs. impact grid to prioritize. Assign ideas to “High Importance | High Feasibility” for quick wins, and review challenging but important ideas for brainstorming innovative solutions—e.g., integrating AI chatbots for product queries.

## 2. Define the Problem Statements

### Purpose

A clearly articulated problem statement helps you empathize with your users and stay focused on what matters, leading to solutions people will love.<sup>[6][7]</sup>

### Customer Problem Statement Table

Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	A first-time shopper	Buy clothing hassle-free	Get stuck	Too many steps	Confused & frustrated
PS-2	A frequent user	Find new deals quickly	Can't filter	Too cluttered	Disappointed

## 3. Empathy Map Canvas

### What is an Empathy Map?

An empathy map is a visual tool capturing a user’s behaviors and attitudes, helping your team understand their needs and motivations.<sup>[8][9]</sup>

### Example (for MERN Ecommerce):

Says	Thinks	Does	Feels
“I want fast checkout.”	“Is this site secure?”	Browses deals, adds to cart	Impatient, excited
“I wish returns were easier.”	“What if the product is bad?”	Reads reviews, compares prices	Cautious, cost-sensitive

Use this as a base to create more empathy maps for different personas (first-time user, deal-seeker, mobile shopper, etc.).

## 4. Key Methods & Best Practices

- Encourage diverse participation and avoid criticism during brainstorming.<sup>[10]</sup>
- Use affinity mapping or clustering to group ideas, and be explicit about why an idea could be valuable or risky.<sup>[11]</sup>
- When prioritizing, consider feasibility (time, cost, technical skill needed) and impact (problem-solving value).
- Ensure your problem statements are user-centric and actionable.

## 5. Sample Table for Your Report

Date	Team ID	Project Name	Activity
07-Aug-2025	PNT2025TMID10691	MERN Ecommerce	Ideation Phase: Brainstorming