

Brainstorming & Idea Prioritization Template - ShopSmart

Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

The team gathered to discuss challenges faced by users and vendors in the online grocery shopping space. After discussions and collaboration, the following problem statement was selected:

Problem Statement:

Modern grocery shoppers often face issues such as confusing navigation, delayed deliveries, and poor product availability updates. Similarly, sellers struggle with inventory management and efficient order handling. Our project, ShopSmart, aims to address these pain points by offering a smart, user-friendly, and secure digital grocery platform.

Step 2: Brainstorming, Idea Listing, and Grouping

Idea Listing:

- Intuitive UI for easy navigation
- Product categorization & search filters
- Live stock availability updates
- Secure checkout and payment gateway
- Seller dashboard for inventory & order management
- User reviews & ratings
- Admin panel with analytics and monitoring tools
- Notifications for order status & offers
- Loyalty program and discount coupons
- AI-powered product recommendations

Idea Grouping:

1. User Experience Enhancements:

- Intuitive UI/UX
- Product filters & categorization
- Reviews & ratings
- AI recommendations
- Notifications for status & offers

2. Backend & Seller Features:

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- Seller dashboard
- Inventory tracking
- Order management

3. System & Admin Tools:

- Admin analytics panel
- Stock updates
- Secure payments

Step 3: Idea Prioritization

Idea	Priority	Reason for Selection
Intuitive UI & product search	High	Enhances accessibility and user engagement
Secure checkout system	High	Critical for user trust and transaction safety
Seller dashboard	High	Empowers vendors and streamlines order flow
Live stock availability updates	High	Prevents user frustration and improves transparency
Notifications (status/offers)	Medium	Encourages engagement and keeps users informed
AI-powered recommendations	Medium	Improves personalization but requires more resources
Admin analytics dashboard	Medium	Helps in business monitoring and decision-making
Loyalty programs & coupons	Low	Useful but not critical in MVP