

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS42166
Project Name	Shopez: one-stop shop for online purchases.
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

The brainstorming session for the ShopEZ E-commerce Application focused on improving the overall online shopping and selling experience for both customers and sellers. The team identified key challenges such as complicated navigation, lack of personalization, payment security concerns, and inefficient order management. Several ideas were generated to address these issues, including advanced product filtering and smart search features to improve product discovery, AI-based personalized recommendations to enhance user engagement, and a secure authentication system with OTP verification to build trust. For sellers, ideas such as a centralized admin dashboard with sales analytics, inventory alerts, and order tracking were proposed to streamline business operations. Performance optimization techniques like faster API responses and optimized image loading were also discussed to enhance speed and responsiveness. These ideas were then prioritized based on impact and feasibility, aiming to create a secure, user-friendly, and scalable e-commerce platform that benefits both shoppers and sellers.

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



### Brainstorming Plan for ShopEZ

Use this plan to brainstorming new features and enhancements for ShopEZ to improve the e-commerce experience for both shoppers and sellers.

- ⌚ 10 minutes to prepare
- 📅 1 hour to brainstorm
- 👥 2-6 people recommended

#### Before You Collaborate

Get ready to brainstorm ideas to make ShopEZ better. Here's how to set the stage.

⌚ 10 minutes

- 1 Team Gathering**  
Define who should join the session and send out invites. Share relevant information before the session.
- 2 Goal Setting**  
Prepare a clear problem statement focused on enhancing ShopEZ's shopping and selling experience.
- 3 Facilitation Tools**  
Familiarize yourself with tools like whiteboards or online collab-platforms to effectively conduct the brainstorming session.

#### Define Problem Statement

What problem do we want to solve for ShopEZ users? Here's how to set the stage.

⌚ 5 min


**Problem Statement:**

How might we make online shopping and selling easier and more effective?

⌚ 5 min

#### Key Rules for Brainstorming

- ✓ Stay on topic.
- 👥 Encourage all ideas, even wild ones.
- 🕒 Defer judgment during brainstorming.
- 👂 Listen to and build on others' ideas.
- 👤 Be visual and use whiteboards or sticky notes.



Plan your brainstorming session for ShopEZ by preparing, defining a focused problem statement, and encouraging creative ideas to make online shopping and selling better, faster, and more secure.

## Step-2: Brainstorm, Idea Listing and Grouping

### Brainstorming – ShopEZ E-commerce Application

**1 Brainstorm**

Write down any ideas that come to mind for improving ShopEZ.

10 minutes

**Amar**

Sell tracker		

**Vaishali**


**Person 3**


**Person 3**


**Person 5**


**Person 6**


**Person 7**


**Person 8**


### 2 Group Ideas

Take turns sharing your ideas while clustering similar or related ideas together. Try labeling each cluster with a clear sentence. In the last 10 minutes, give each cluster a descriptive heading.

20 minutes

**User Experience Enhancements**

Smart Search	Advanced Filtering	One-click Checkout
Dark Mode	Wishlist Feature	

**Personalization Ideas**

OTP Verification	Secure Payment Gateway	Recently Viewed Products
Encrypted data Storage	Two-Factor Authentication	

**Security Features**

OTP Verification	Secure Payment Gateway	Encrypted Data Storage
Encrypted data Storage	Pratist Insights	

**Seller/Admin Features**

Sales Dashboard	Inventory Alerts	Order Tracking
Product Insights	Phytic Reprints	

**Seller/Admin Features**

Sales Dashboard	Inventory Alerts
Order Tracking	Product Insights

**Performance Optimization**

Faster API Responses	Lazy Loading Images
Caching System	System

## Step-3: Idea Prioritization

