

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 brainstorm 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

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.

Before You Collaborate

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

⌚ 10 minutes

Team Gathering

Define who should join the session and send out invites. Share relevant information before the session.

Goal Setting

Prepare a clear problem statement focused on enhancing ShopEZ's shopping and selling experience.

Facilitation Tools

Familiarize yourself with tools like whiteboards or online collaboration 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



Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

⌚ 10 minutes

Tip
Use sticky notes to freely brainstorm. Ever idea gives birth, as nothing!

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
- Product Insights

Seller/Admin Features

- Sales Dashboard
- Inventory Alerts
- Order Tracking
- Product Insights
- Printable Receipts

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

Prioritize ShopEZ Enhancements

⌚ 20 minutes

Importance
Position close to the top grid for enhancements that will make a big impact.

Feasibility
Regardless of short description, simple tasks are more feasible than those that require effort, complexity, etc.

Tip
Drag and drop your ideas onto this grid to group them and prioritize enhancements visually.