Ideation Phase
Brainstorm & Idea Prioritization Template

Date	22 July 2025
Team ID	PNT2025TMID09656
Project Name	ShopEZ: E-Commerce Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Our product team convened to unpack the everyday friction points encountered by overwhelmed shoppers and entrepreneurial sellers navigating online commerce. Our collective ambition is to architect a platform that harmonizes effortless browsing, intelligent personalization, and robust operational flow for both front-end delight and backend precision.

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

Our development team united to dissect common inefficiencies in online retail faced by hurried buyers and resource-limited vendors. With shared insights and product visioning, we committed to engineering an intuitive solution powered by the MERN stack—fusing user-friendly navigation, personalized engagement, and scalable backend logic.

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Step-2: Brainstorm, Idea Listing and Grouping

☺ Shopper-Focused Enhancements

- Tailored Suggestions via user behavior analytics

- Dynamic Filtering for precise product searches

- Favorites Library for saved products

- Streamlined Checkout with encryption & autofill

- Real-Time Notifications for order status

🛒 Seller-Focused Functionalities

- Centralized Seller Hub for stock & order control

- Insight Dashboards showing key sales metrics

- Simplified Uploads with auto-tagging

- Direct Buyer Messaging for special requests

🔧 System-Wide Features

- Secure Login & Identity Management

- Live Cart & Shipment Visibility

- Admin Controls for system-wide governance

- Rich Product Indexing & Search Utility

STEP 2: IDEA LISTING

BRAINSTORMING & GROUPING IDEA PROPOSALS

BUYER INNOVATIONS

Personalizeed recominendations using data	Smart filters for guided browsing
Wishlist & saved items	Streamlined, secure checkout
Instant order confirmation email	Instant order confirmation emall

CORE PLATFORM FUNCTIONS

User authentication & profiles	Cart & order tracking / Admin panel for backend management
Admin panel for backend management	Product catalog with search function

Our team convend to unterstannd shared challenges in e-commerce for busy e-commerce customers and small-scale vendors

CATEGORIZED IDEAS

Discovery Smart filters. recommendation engine	**Transaction** Secure payment. order confirmation
User Experience Personalization, profile dashboard	**Seller Tools** Analytics, order dashboard, inventory upload

Step-3: Idea Prioritization

◈ Top-Tier Essentials (Launch-Ready Core)

- Smart Product Discovery Experience

- AI-Driven Buyer Personalization

- Rapid, Secure Checkout Pipeline

- Optimized Seller Order Fulfillment Tools

▯ Mid-Tier Value Adds (Next-Phase Iteration)

- Item Bookmarking & Favorites

- Operational Oversight via Admin Controls

- Seller Performance Visualization

▼ **Future Growth Opportunities (Innovation Horizon)**

- Customizable Buyer-Seller Order Requests

- Live Customer Support Channels

- Augmented Reality for Immersive Product Preview

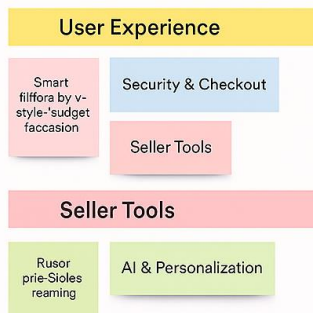# BRAINSTORM & IDEA PRIORITIZATION TEMPLATE
ShopeZ E–Commerce Application

PROBLEM STATEMENT

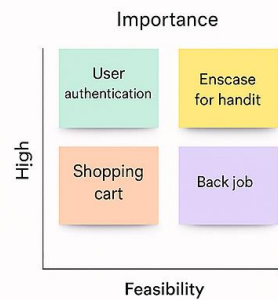How might we create a seamless shopping experience for time-constrained users like Sarh?

IDEA GENERATION

Personalized product recommendations	Guest checkout with address outsfill
Sel-br-dashboard	Ai-based gift suggestions
AI-based suggestions	Analytics & Insights

GROUP IDEAS BY THEME

User Experience

| Smart fillfora by v-style-'sudget faccasion | Security & Checkout |
| | Seller Tools |

Seller Tools

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GROUP IDEAS BY THEME

- User Experience
- Security & Checkout
- Seller Tools
- AI & Personalization

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→ Support feltiling

→ Build redefinite

PRIORITIZE IDEAS

Importance

| High | User authentication | Enscase for handit |
| | Shopping cart | Back job |

Feasibility

- ✔ Just Do it
- ▭ Project
- Z Park
- X Discard