

Ideation Phase

BrainStrom & Idea Prioritization Template


Date	19 February 2026
Team ID	LTVIP2026TMIDS80463
Project Name	ShopEZ : One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Brainstorming is the launchpad for innovation in the ShopEZ project. It creates a free and open environment where every team member can contribute ideas—no matter how unconventional. This step is all about collaborative creativity and problem discover.



Brainstorm & idea prioritization

ShopEZ: Shop-Stop Shop for Online Purchases
Team ID: LTVIP2025TMID5843
Date: 31 January 2025
10 minutes

Project ytu collaborate

- Invite team members
- Share user journey (e.g. Sarah's gift sceaarle)
- Set clear goals
- Prepare tools like sticky notes or digital boards

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

How might we simplify online shopping for tyral users and Small vendors through ShopEZ?

8

Key rules of brainstorming

✓ Stay focused	Encourage bold ideas
👤 Defer judgment	Listen actively
📝 Go for quantity	Visualize ideas when possible
📊 Go for quantity	

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Generate as many ideas as possible that address your problem statement

30–45 minutes

Group ideas

Combine similar or related ideas into themes to start identifying patterns. Don't hesitate to refine and rearrange groupings as you go

User Experience

One-click checkout

Personalized product feed

Mobile-friendly design

Seller Tools & Dashboard

Real-time inventory syncing

Seller analytics panel

Multiple payment options

Seller analytics panel

Saved cart feature

Accessibility

Vernacular language support

Voice search

Backend Tech/Features

Multilingual support

AI-powered recommendations

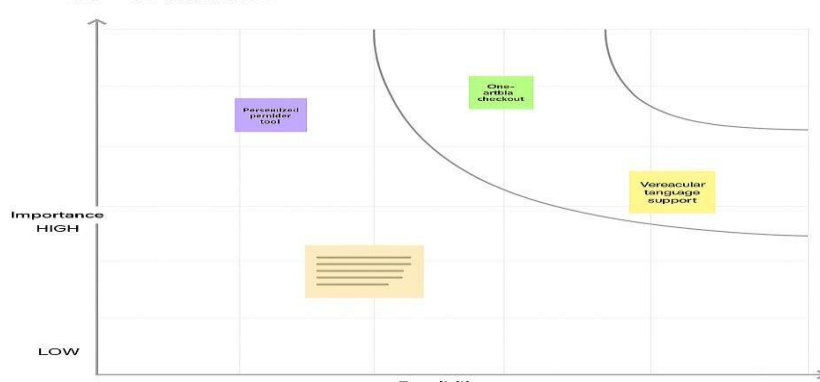
Step-3: Idea Prioritization

Step-3: Idea Prioritization

Plot ideas

Place team at the same importance as: decide on placement moving

30–45 minutes



The matrix plots ideas based on Importance (Y-axis, LOW to HIGH) and Feasibility (X-axis, LOW to HIGH). A curved line separates high-importance/low-feasibility ideas from low-importance/high-feasibility ideas.

Idea	Importance	Feasibility
Personalized product feed	High	Low
One-click checkout	High	High
Vernacular language support	Medium	High
[Unlabeled]	Low	Low

Project: ShopEZ: One-Stop Shop for Online Purchases
Team ID: LTVIP2025TMID58643