Ideation Phase
Brainstorm & Idea Prioritization Template

Date	24 July 2025
Team ID	PNT2025TMID14651
Project Name	ShopEZ: E-commerce Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a creative process used to generate a wide range of ideas and potential solutions for the problems identified in our e-commerce application. It encourages open thinking, collaboration, and exploration of different approaches to enhance user experience, resolve pain points, and introduce innovative features.

Group ideas

We grouped similar or related ideas into the following clusters:

User Features
Registration/login, product search, product details, cart, order placement

Admin Features
Admin dashboard, manage products, update stock, view/ manage orders

UI/UX Enhancements
Responsive design, user-friendly navigation, filter by category

Additional Features
Product reviews, contact form, order tracking, payment integration

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

◇ Attributes

High Importance, High Feasibility Do First – Quick Wins: User Login/ Signup, Add to Cart, Responsive Design, Admin Panel

High Importance, Low Feasibility Important: Get Complete Real-Time Stock Updates, Ratings & Reviews

Low Importance, High Feasibility Nice to Have: Order History, Contact Form, Product Filters

Low Importance, Low Feasibility Deprioritize: Wishlist, Live Chat Support, Coupon Integration

Importance

Feasibility