

# 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.

**Brainstorm & Idea prioritization**

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

☐ Mindstorming proposal  
☒ Mindstorming collaboration  
☒ Add people to your team

**Team gathering**

The team consists of one student (Shraddha) and one teacher (Sakshi) who will be responsible for the brainstorming session. The session will be held in a virtual meeting room. The session will be held in a virtual meeting room. The session will be held in a virtual meeting room.

**Team meeting**

The team meeting will be held in a virtual meeting room. The session will be held in a virtual meeting room. The session will be held in a virtual meeting room.

**Define your problem statement**

How might we design and develop an online e-commerce platform that allows users to easily browse, search, and purchase products, while giving admins the ability to manage product inventory and orders efficiently?

To develop a full-featured online shopping website where users can browse and purchase products, while the admin can manage the product inventory and customer orders, using HTML, CSS, JavaScript, PHP, and MySQL.

**Brainstorm**

How the Brainstormed Ideas Relate to This:

**Shraddha**

Login/Signup: Required to identify and manage user

Categorized product display

Add to cart & Checkout

**Sakshi**

Admin Dashboard

Stock Tracking

Order History

**Janhavi**

Search Feature

Contact Form

Detailed Product Pages

**Sai**

Responsive Design

Rating/Reviews

Order Confirmation



### 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



### 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.

[Instructions](#)

