


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	15 April 2025
Team ID	SWTID1743511993
Project Name	Shopez: E-Commerce Application
Maximum Marks	4 Marks

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



## Brainstorming & idea prioritization

⌚ 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 4 people

➔

### 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

**A Team gathering**  
Our group comprises of a total of 4 members -

Shardul Rana - 22BSA10251  
Shreya Kumari - 22BSA10289  
Nishan Chakraborty - 22BCE10762  
Yashasvi Singh - 22BCE11445

**B Set the goal**  
The goal of this brainstorming session is to:

- Define the core features of the E-commerce website.
- Finalize the tech stack and tools required.
- Plan the database connectivity - MongoDB.
- Distributing roles and responsibilities for the project.

**C Learn how to use the facilitation tools**

- Familiarize with Mural for workflow visualization.
- Utilizing GitHub and VS Code for multiple user connectivity.

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### Define your problem statement

In today's digital era, customers expect a seamless and personalized online shopping experience. However, many existing eCommerce platforms struggle with issues like slow website performance, inefficient product recommendations, and lack of secure payment options. Our solution aims to create a user-friendly and secure eCommerce website that enhances customer engagement, ensures fast transactions, and provides a personalized shopping experience. 😊

⌚ 5 minutes

**PROBLEM**

How might we create a secure and scalable E-commerce website



### Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

### Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

Jotting down innovative ideas and well-structured plans to enhance the website's efficiency, improve performance, streamline user interactions, and ensure a seamless shopping experience. 📝

⌚ 10 minutes

**Shardul**

- User Login & Registration
- User Profile Page
- Logout
- Categories Page
- Payment Gateway

**Shreya**

- Product Page
- Product Details
- Search Bar
- Back to Top Button
- Loading icon

**Nishan**

- Add to Cart
- Remove from Cart
- Checkout Page
- Contact Us

**Yashasvi**

- Admin Panel
- Responsive layout
- Footer
- Cart Item Counter

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### Group ideas

Exploring each team member's contributions, we'll delve into the details, break down their significance, and uncover how they can revolutionize our E-commerce platform, ensuring a seamless and engaging shopping experience. 📝

⌚ 20 minutes

**User Experience and Engagement**

Responsive Layout

Navbar

Search Bar

Product Page

Loading Icon

Categories Page

Product Details

Footer

Back to Top Button

**Order and inventory management**

Order Tracking

Add to Cart

Remove from Cart

Cart Item Counter

**Seller & Marketplace Management**

Admin Panel

Contact Us

Payment Gateway

**User Authentication and Account**

User Login & Registration

Logout

User Profile Page

## Step-3: Idea Prioritization

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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.

🕒 20 minutes

