Brainstorm & Idea Prioritization Template

Date:	31 January 2025
Team ID:	LTVIP2025TMID54172
Project Name:	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks:	4 Marks

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

Problem Statement:

Modern consumers seek a seamless and efficient online grocery shopping experience that caters to diverse needs—ranging from tech-savvy individuals to homemakers—while ensuring security, convenience, and effective backend management for sellers and administrators.

Step 2: Brainstorm, Idea Listing and Grouping

- Customer Experience Ideas:

  - User-friendly UI with intuitive navigation
  - Product categories for easy browsing (e.g., Fruits, Dairy, Snacks, etc.)
  - Real-time product availability and pricing
  - Wishlist and favorites feature
  - Seamless checkout with multiple payment options
  - Order tracking and delivery updates

- Seller/Admin Dashboard Ideas:

  - Seller portal to manage inventory and product listings
  - Real-time order management system
  - Dashboard analytics for sales performance
  - Automated alerts for low stock
  - Admin panel for handling inquiries and feedback
  - Payment gateway integration

- Security & Privacy Ideas:

  - Encrypted transactions and data storage
  - GDPR-compliant data policies
  - Secure user authentication (2FA or OTP)
  - Role-based access control for admins/sellers

Step 3: Idea Prioritization

Idea	Category	Impact	Feasibility	Priority (High/Medium/Low)
User-friendly navigation	Customer Experience	High	High	High
Inventory management for sellers	Seller/Admin	High	Medium	High
Secure checkout with multiple payment options	Customer Experience	High	High	High
Dashboard analytics for performance	Seller/Admin	Medium	Medium	Medium
GDPR-compliant data handling	Security	High	Medium	High
Order tracking and real-time updates	Customer Experience	High	Medium	High
Role-based admin access	Security	Medium	Medium	Medium
Automated alerts for low stock	Seller/Admin	Medium	Medium	Medium