**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID54172 |
| Project Name | ShopSmart |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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

Problem Statement:

Many users face difficulty and time constraints in physical grocery shopping. There's a need for a user-friendly online platform to simplify and speed up the process.

Ideas Generated:

- Online grocery listing with search and filters

- User & Admin login system

- Product cart with quantity management

- Admin dashboard for product control

- Future: Online payment, reviews, order tracking

Prioritized Features:

1. Product listing

2. Cart system

3. Login/Signup

4. Admin Dashboard

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

Graphical user interface, application

Description automatically generated

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

Graphical user interface, treemap chart

Description automatically generated

**Step-3: Idea Prioritization**

**Diagram

Description automatically generated**