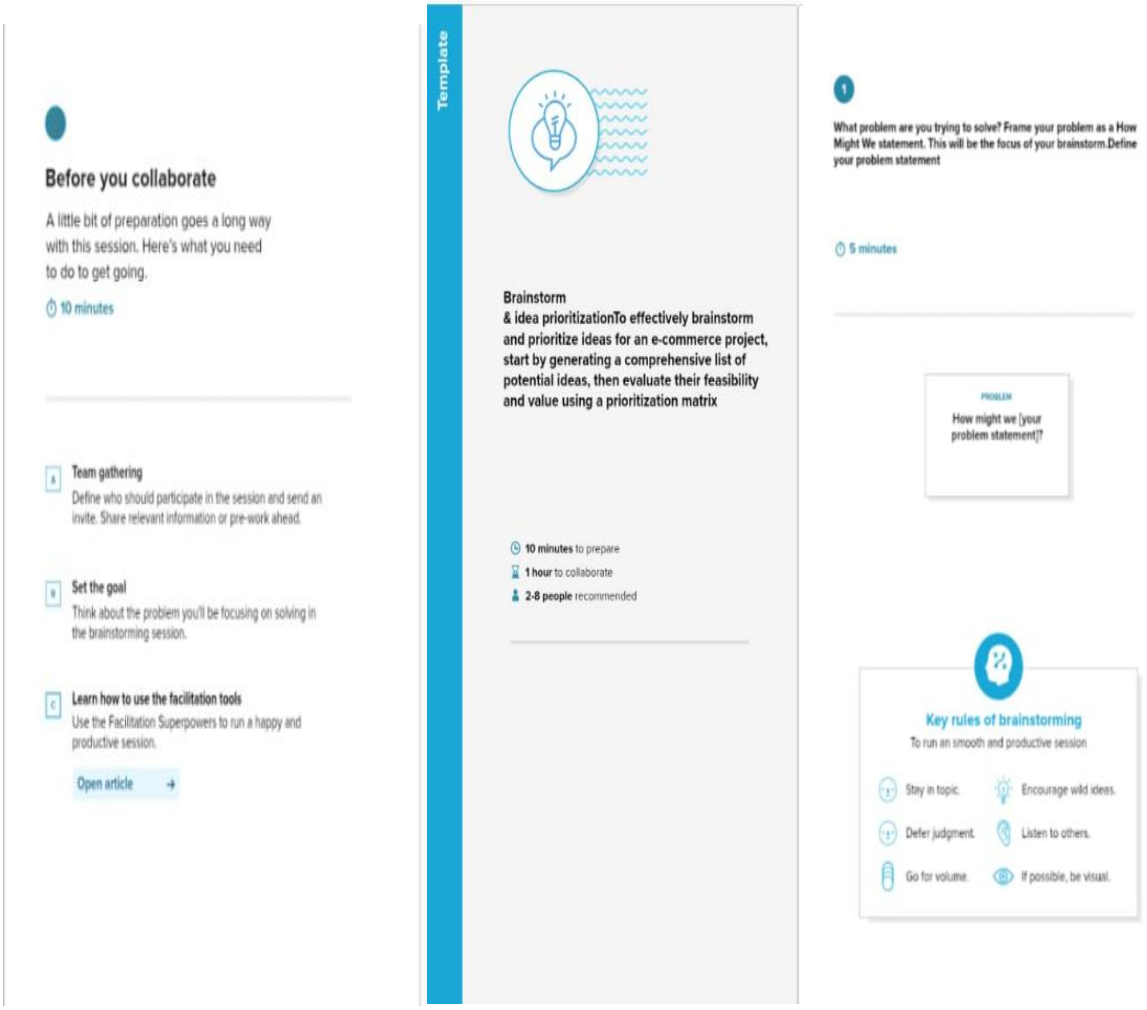
Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID14671
Project Name	E-Commerce
Maximum Marks	4 Marks

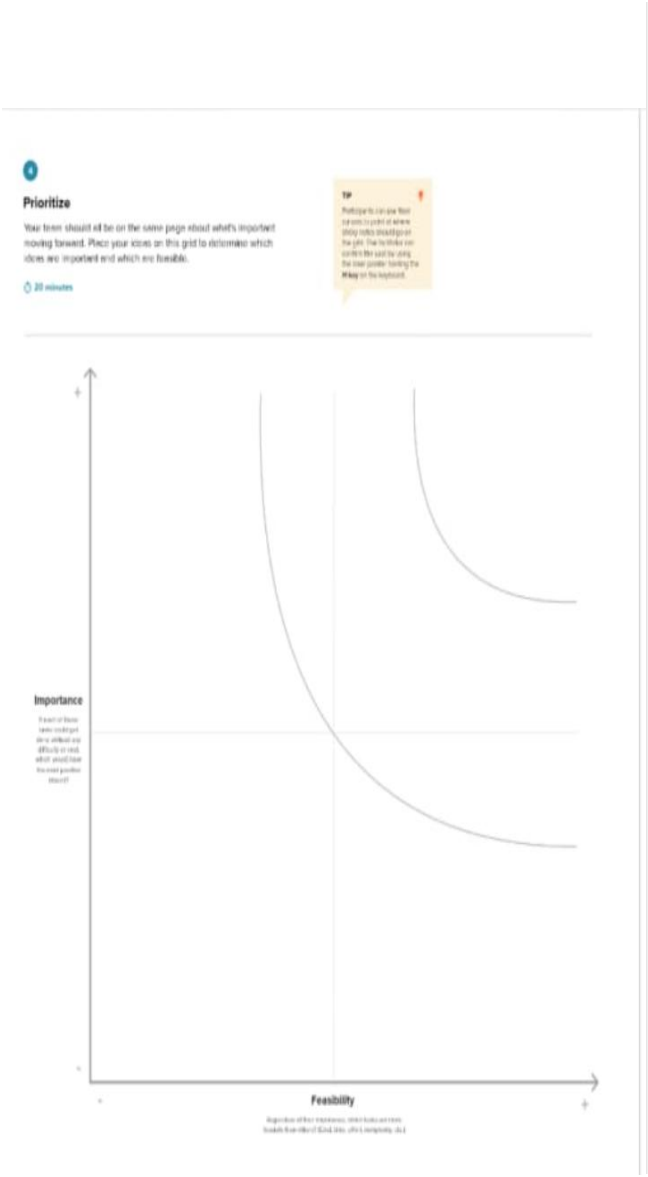
Brainstorm & Idea Prioritization Template: – E-commerce

The Brainstorm & Idea Prioritization stage is a key part of the e-commerce project's ideation phase. It focuses on generating multiple innovative ideas and identifying the most impactful solutions to improve the online shopping experience, increase sales, and solve marketplace challenges. This process promotes open collaboration, allowing every team member to contribute ideas freely, ensuring that different perspectives and insights are included.

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



Step-2 Idea Prioritization



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →