

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 December 2025
Team ID	
Project Name	SHOPEZ : E-commerce Application
Maximum Marks	4Marks

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>

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

The screenshot shows a web-based template for a Brainstorm & Idea Prioritization session. The interface is divided into three main vertical sections:

- Left Column (Template Overview):** Features a lightbulb icon, a title "Brainstorm & idea prioritization", a description encouraging users to use it for their own sessions, and preparation time estimates: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended.
- Middle Column (Before you collaborate):** Contains a section titled "Before you collaborate" with a sub-section "Define your problem statement". It includes a brief description of the problem (fresh graduates and job seekers struggle to find genuine freelance opportunities), a timer (5 minutes), and a "PROBLEM" box with a question: "How might we help fresh graduates and job seekers find trustworthy freelance opportunities without being overwhelmed or scammed?"
- Right Column (Session Tools):** Contains a section titled "Key rules of brainstorming" with a sub-section "To run an smooth and productive session". It lists six rules with icons: Stay in topic, Encourage wild ideas, Divergent judgment, Listen to others, Go for volume, and If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

- User login / signup
- Browse products
- Search products
- Add to cart
- Wishlist
- Order placement
- Payment (COD / Online)
- Order tracking
- Admin can add/edit/delete products
- Stock management
- Simple responsive UI

We listed all the ideas needed for the E-Commerce Application. For users, we included browsing products, searching, adding to cart, wishlist, placing orders, payments, and tracking orders. For admins, we added ideas like adding, editing, and deleting products and managing stock. We grouped these ideas into User Features, Admin Features, System Features, and UI/UX to make the project easier to understand.

Group Ideas

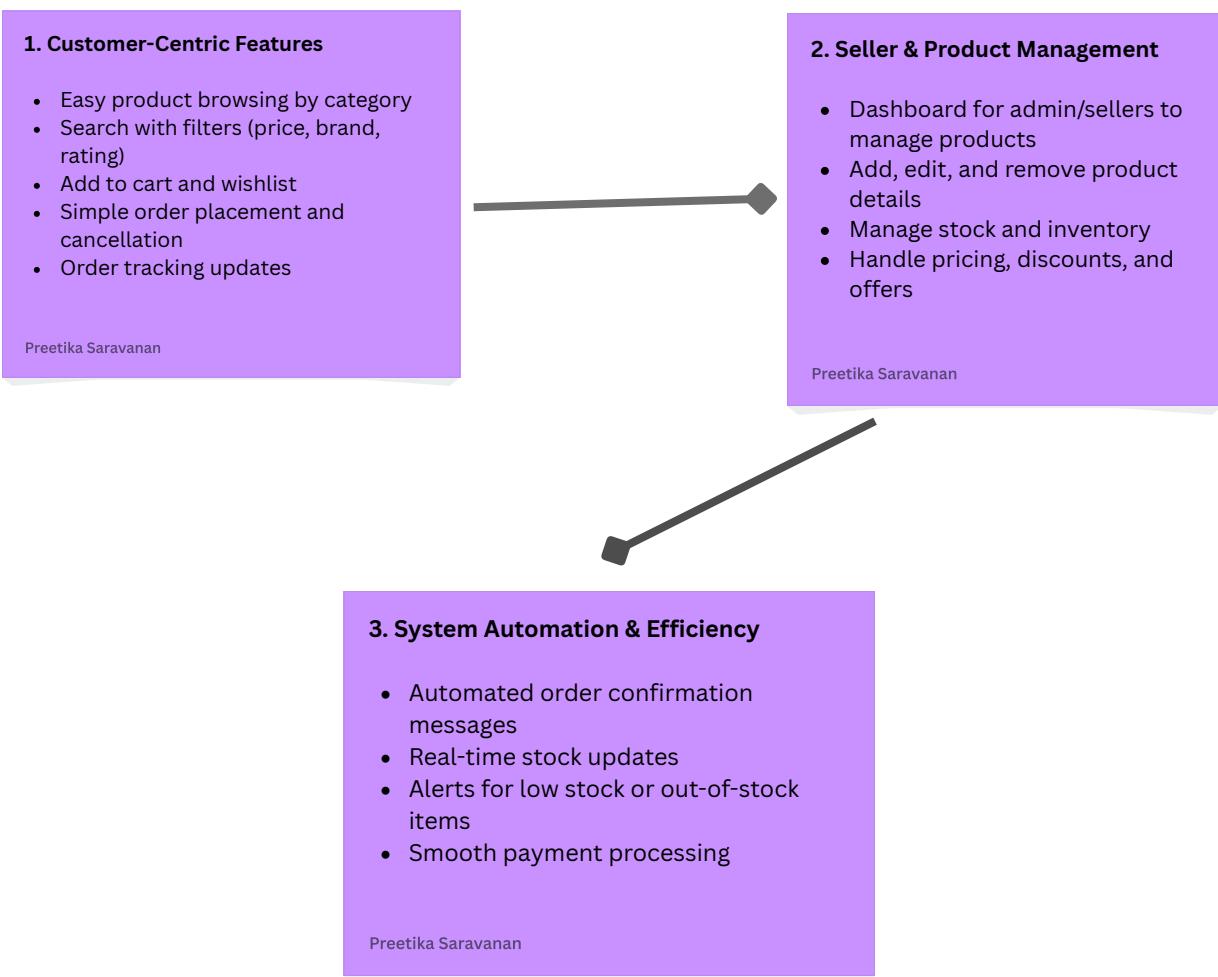
User Features: Browse, search, cart, wishlist, order, payment

Admin Features: Manage products, manage stock

System Features: Login, signup, secure payment

UI/UX: Simple, responsive, fast

After listing all the ideas during the brainstorming phase, I organized them into clear and meaningful groups to understand the core areas of the E-Commerce Application. The ideas were grouped based on their purpose and the user needs they address.



Grouping the ideas in this way helped me understand the major functional areas of the E-Commerce Application and plan the project in a structured and practical manner.

Step-3: Idea Prioritization

