

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 April 2025
Team ID	SWTID1743782632
Project Name	Shopez
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization:

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

Our team came together with a shared passion for solving real-world problems in the e-commerce space through innovative use of technology. We conducted our brainstorming sessions both virtually—using platforms like Google Meet and WhatsApp—and in person. To organize our ideas and collaborate efficiently, we made use of tools such as Google Docs and Notepad.

After evaluating several potential ideas, we chose to focus on the question: “How can we enhance and streamline the online shopping experience for users through a more intuitive and user-friendly e-commerce platform?”

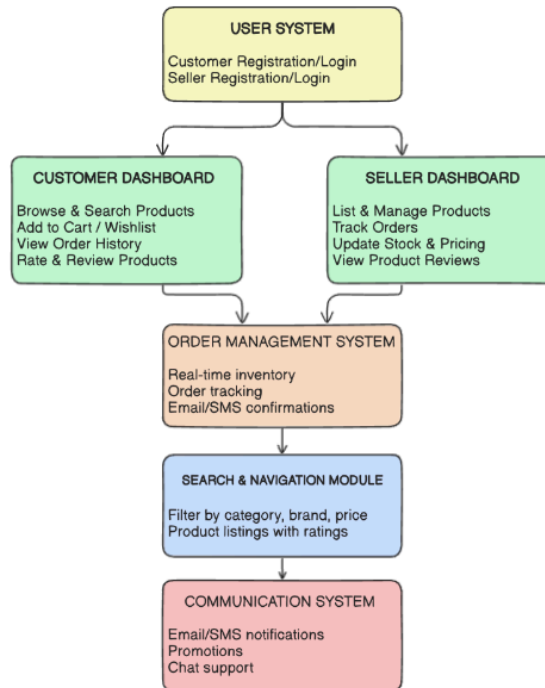
#### Step-2: Brainstorm, Idea Listing and Grouping

##### Raw Ideas:

- User registration and login
- Product listings with categories
- Real-time inventory and stock updates
- Admin panel for managing users and products
- Search filter by category, brand, and price
- Order history and tracking
- Ratings and reviews for products
- Email/SMS notifications for order updates
- Wishlist and cart functionality

##### Grouped Ideas:

- **User System:** Login/Register, Buyer/Seller roles
- **Shopping & Orders:** Add to cart, wishlist, place orders, track history
- **Search & Navigation:** Filters by category, brand, price, popularity
- **Communication:** Notifications, email updates, promotional messages
- **Admin Features:** Manage products, users, orders, and stock



### Step-3: Idea Prioritization

After grouping, we prioritized features based on three main criteria:

1. **User Necessity** – Is it essential for the platform to function effectively?
2. **Development Feasibility** – Can it be built with the skills we currently possess?
3. **Time Constraints** – Can it be completed within our available timeline?

#### High Priority (Must-Have)

- User login/registration system
- Product listings with search and filter options
- Real-time inventory and stock updates
- Shopping cart and order history
- Admin dashboard for managing users and products

#### Medium Priority (Should-Have)

- Email/SMS order notifications
- Ratings and reviews for products
- Wishlist functionality

#### Low Priority (Can Add Later)

- Payment gateway integration
- Sales analytics and product performance tracking