Ideation Phase Brainstorm & Idea Prioritization Template

Date	
Team ID	PNT2025TMID09483
Project Name	ShopEZ: E-commerce Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorm and Idea Prioritization on ShopEZ helps teams generate, evaluate, and rank innovative solutions to enhance the user experience and drive business impact.

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

Section	1: Team Gathering Details		
Session Name			
Date & Time			
Facilitator			
Team Members	Product Manager, Designer, E Customer Support, etc.	ngineer, Marketer,	
Section :	2: Brainstorming User Proble	ms	
User Persona	Problem Observed	Impact on User	
Online Shopper	Wasted time quick-leav/y	Wasted time qucy	
First-time Visitor	Luicky leaving nate site	Leaving iste site	
Returning Customer	Checkout flow is slow and inconsistent	Difficult navigation drop-offs	
Mobile User	Difficult navigation, drop-foffs	Usability testing	
Prompt questions are Which user types are I Which issues impact o – [Team Member Nam	3: Group Discussion & Idea SI most frequently encountred? most affected? conversion or retention the most? le]: "I've seep 4 users mention the le]: "The cart loading time on mob	confusing filters.	
Section 4	4: Final Probiem Statement C	andidates	r
Selected Statement:			Votes
Customers struggle to	find relevant products duo to		
poor recommendation	algorithms		

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm, Idea Listing and Grouping ShopEZ: E-commerce Application Q Search Improvement **Ø** Personalization Product Smart Advanced Visual Browsing Customer recommesearch search history avatars filters suggestions ndations Prosimized discount= Users aosearch Create user Additional Auto complete options es tias fitering opip-up frice siders personas for tailered for products Peccommenadausing photos sions posed past Improve Customer Targeted Touch-Search bar Customer avatars friendly UI refinement placement promotions avatars Optimize foir tappng Improve user-presentIgatcail Improving placement Create user Personalized Optimize user personas for tapping personas for tailored discounts and visibility dence Fizes or deals on IA Q Customer Support Multi-App Live chat Responsive Streamlined Help center pertormance channel support design checkout resources support Proper Simplify mo-Offer load Expand Expand FoAS Offer active display as all devicesizes FAQs guides bila purchtimes or lag and guides via email, phor. assess on mobile

Step-3: Idea Prioritization

Idea Prioritization

For ShEpE:: Commerce apliication

ldea	Customer Impact	Effort	Priority
Personalized product recommendations	High	High	• 2
Streamlined checkout process	High	Medium	• 1
Homepage redesign	Medium	High	• 3
Al-assisted customer support	Medium	Medium	_
Enhanced loyalty program	Low	Low	_