

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

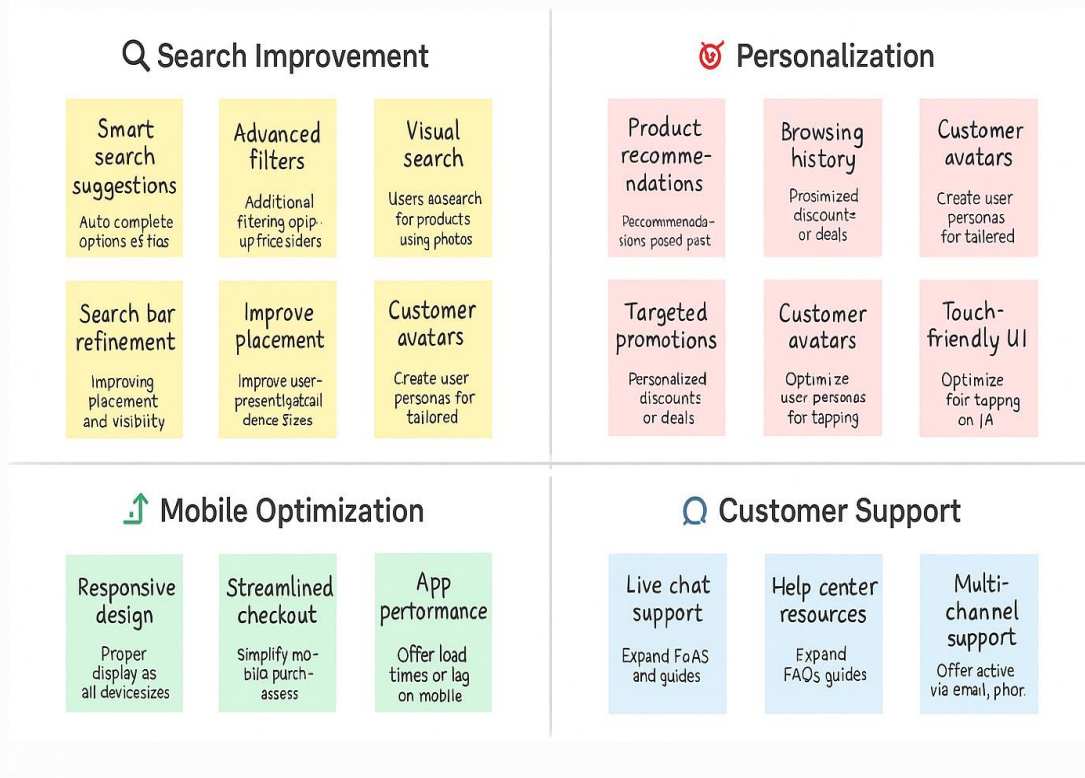

**Team Collaboration Template:
Problem Discovery for ShopEZ**

◆ Section 1: Team Gathering Details		
Session Name		
Date & Time		
Facilitator		
Team Members	Product Manager, Designer, Engineer, Marketer, Customer Support, etc.	
◆ Section 2: Brainstorming User Problems		
User Persona	Problem Observed	Impact on User
Online Shopper	Wasted time quick-leavwy	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
◆ Section 3: Group Discussion & Idea Sharing		
Prompt questions are most frequently encountered? Which user types are most affected? Which issues impact conversion or retention the most? – [Team Member Name]: “I’ve seep 4 users mention the confusing filters.” – [Team Member Name]: “The cart loading time on mobile is a big drop-off point.”		
◆ Section 4: Final Problem Statement Candidates		
Selected Statement:	Votes	
Customers struggle to find relevant products duo to poor recommendation algorithms		
Checkout process is too long and inconsistent across plafforms		
Homepage design is cluttered and overwhelms new users		
Final Problem Statement Selection:		

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm, Idea Listing and Grouping

ShopEZ: E-commerce Application



Step-3: Idea Prioritization

Idea Prioritization

For ShEpE:: Commerce appliication

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