**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 14 June 2025 |
| Team ID | LTVIP2025TMID56343 |
| Project Name | ShopSmart - eCommerce Grocery Web app |
| Maximum Marks | 4 Marks |

**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.

**ShopSmart – Brainstorming & Idea Prioritization**

**🧠 Brainstorming Ideas**

* Add secure user authentication with JWT
* Implement role-based access for admin and users
* Create add to cart & wishlist functionality
* Develop admin dashboard for product and order management
* Enable search and product filtering
* Deploy using cloud platforms (Vercel / Render)
* Include responsive design for mobile and desktop
* Add product reviews and ratings system
* Integrate payment gateway in future versions

✅Idea Prioritization Table

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| --- | --- | --- |
| Priority | Feature | Reason for Priority |
| High | User authentication & role-based access | Core for security and user management |
| High | Add to cart & wishlist | Essential e-commerce functionality for user experience |
| High | Admin dashboard (product & order management) | Enables store management and content control |
| Medium | Search and product filtering | Improves usability, planned after MVP |
| Medium | Responsive design | Needed to reach mobile and desktop users |
| Low | Reviews & ratings | Enhances customer engagement, can be added iteratively |