

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS79179
Project Name	ShopSmart – A Full-Stack Digital Grocery Store Web Application
Maximum Marks	4 Marks

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

Our team gathered to discuss real-world problems faced in traditional grocery shopping. We analyzed customer pain points and business challenges in local grocery stores.

Identified Problems:

- Working professionals do not have enough time for grocery shopping.
- Elderly and physically challenged people face difficulty visiting stores.
- Customers cannot check stock availability before visiting.
- Store owners manage inventory manually.
- Local grocery stores have limited customer reach.
- Customers cannot compare products easily in physical stores.

Final Problem Statement:

“How can we create a digital platform that makes grocery shopping convenient, accessible, and efficient for customers while providing store owners with effective tools to manage their business online?”

Step-2: Brainstorm, Idea Listing and Grouping

1. Customer Features

- Product browsing
- Search & filters
- Shopping cart
- Checkout system
- Order tracking
- Feedback system

Admin Features

- Product CRUD operations

- Category management
- Order management
- Feedback moderation
- Dashboard analytics

Technical Solutions

- Angular frontend
- Node.js + Express backend
- MongoDB Atlas cloud database
- JWT authentication
- bcrypt password hashing
- RESTful APIs

Step-3: Idea Prioritization

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We prioritized ideas based on:

- Feasibility
- Impact
- Time constraints
- Technical complexity
- Business value

🔥 High Priority (Must Have)

- User Registration & Login
- Product Listing
- Shopping Cart
- Order Placement
- Admin Product Management
- Secure Authentication (JWT)
- MongoDB Cloud Database

★ Medium Priority (Should Have)

- Order Tracking
- Feedback & Ratings
- Category Management
- Image Upload

- Route Guards
- Responsive UI

💡 Low Priority (Nice to Have / Future Scope)

- AI-based product recommendations
- SMS notifications
- Real payment gateway integration
- Multi-language support
- Advanced analytics dashboard
- Live chat support