
Ideation Phase

Brainstorm & Idea Prioritization

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| Date | 18 June 2025 |
| Team ID | LTVIP2025TMID24654 |
| Project Name | Shopez : one-stop shop for online purchases |
| Mentor Name | Dr Shaik Salma Begam |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template (Shopez)

Brainstorming for *Shopez* provided an open and collaborative environment where all team members contributed toward shaping the vision of a modern e-commerce platform. By encouraging the sharing of diverse and creative ideas, the team successfully identified key features and prioritized them based on their value to users and feasibility of implementation. This process ensured that *Shopez* would not only meet user needs but also differentiate itself in a competitive market.

Step 1: Team Collaboration & Problem Statement Definition

The team gathered to address the core problem:

"How can we create a seamless, user-friendly, and feature-rich online shopping experience that caters to both customers and administrators?"

During this phase, the team:

- Defined key project goals: effortless product discovery, secure transactions, and efficient admin control.
 - Promoted open communication, ensuring every team member's input was valued.
 - Emphasized the need for responsive design, robust authentication, and a streamlined checkout experience.
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Step 2: Idea Generation, Listing, and Grouping

A wide range of ideas were brainstormed, including:

- User registration and login
- Product browsing by categories
- Advanced search and filtering
- Shopping cart and order management
- Admin dashboard (product/user/order management)
- Promotional banner management
- Responsive design across devices
- Secure authentication and authorization

Ideas were categorized into:

- **User Features**
 - **Admin Features**
 - **UI/UX Enhancements**
 - **Security**
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Step 3: Idea Prioritization

Each idea was evaluated based on:

- **User Value:** How much does it improve the shopping experience?
- **Feasibility:** Can it be implemented within the given timeframe and resources?

Prioritized Features

- **Core User Features:** Registration, login, product browsing, shopping cart, order placement
- **Admin Tools:** Product/user/order management
- **Enhancements:** Advanced search/filter, banner promotions, responsive design
- **Security:** Authentication, authorization, and data protection

Lower-priority ideas (e.g., product reviews, payment gateway integration) were noted for future enhancement phases.
