

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	05 October 2022
Team ID	PNT2022TMID50854
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

1

Smart Fashion Recommender Application
solving the users problems in purchase Online shopping

How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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2

Brainstorm
Write down any ideas that come to mind that address your problem statement.

AMBIKA

- Trending Designs clothes
- Shop with Assistant
- Discounts & Offers
- Cash on Delivery

BAMA

- Easy Price Comparison
- Easy to send gifts
- Online Tracking
- Online Tracking

ANUSIYA

- Save Time
- All size of clothes
- 24/7 Shopping
- Home Delivery

GIFTY ANNIE

- Reviews of Products
- Shopping via the internet saves time
- No need to travel
- Free shipping

EVANGELINE

3

Prioritize
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

Importance

Feasibility

Regardless of their importance, which ideas are most feasible from present (Good, Some, Other, Completely, No)?