

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	Team-592521
Project Name	Online Shoppers Intention Prediction using ML
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.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Link :


<https://app.mural.co/t/onlineshoppersintention6538/m/onlineshoppersintention6538/1697628334512/58f4cf7e495527e20a45f2a3017e36acda6cfb56?sender=udb37e64d37fea0ddee0a2768>


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





Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare


 1 hour to collaborate

 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B


Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) 

Step-2: Brainstorm, Idea Listing and Grouping

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

Online shopping involves purchasing products or services through the Internet. It includes browsing and selecting items as well as arranging for their delivery. Payment can be made online or upon delivery. The term also encompasses searching for products online without making a purchase. To predict whether a customer will buy a product or engage in online shopping, classification algorithms like Logistic Regression, Random Forest, and XGBoost are used. The data is trained and tested using these algorithms, and the best model is saved to pilot format.



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.

2

Brainstorm

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

10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

- Building a Personalized Online pop-up which helps to increase the purchase based on their mood
- Predicting Online shoppers intention using LOGISTIC REGRESSION
- Deploying the web app which predicts behavior of user e-commerce website based on response "MCTD"

Person 2

- Building a personalized mobile app for the customer according to their interests
- Predicting Online shoppers Intention using SVM
- Deploying the web app which predicts buyers return or not based on their MOOD

Person 3

- Product Recommendation Engine using customers mood and data
- Predicting Online shoppers intention using Random Forest
- Personalized marketing campaigns using customer data and preference

Step-3: Idea Prioritization

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.

20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

