

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	03 November 2022
Team ID	PNT2022TMID28891
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization:

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

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#### 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

People find it difficult to navigate through pages citing various products using normal search method in a shopping website related to fashion. The usual search method takes some time to display all the available products and doesn't satisfy the desires a customer. The user is unable to input their needs and wants as they think.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

🕒 10 minutes

#### Kaviya

User attractive	Latest collections
Economical	Accurate details

#### Charumathi

Legit sellers	Worth the money products
Easy to shop	On Time Delivery

#### Keertika

Different payment modes	Chatbot option
Quality	Deals & Offers

#### Shwetha

Dimensions of the products	Easy return policy
Able to understand user needs	Display appropriate products

Step-3: Group ideas

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

User Interface

User friendly

Compatibility

Attractive Homepage

Dark/Light mode

Payment

All modes of payment

Feasibility

Trustable payment gateway

Easy return policy

Delivery

On-Time delivery

Safe arrival

Bearable delivery chages

Free delivery for expensive products

## Step-4: Prioritize

4

### 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

