IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION

Date	19 September 2022
Team ID	PNT2022TMID32443
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕐 10 minutes

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 break it up into smaller sub-groups.
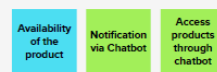
🕐 20 minutes

LEADER:SAJEETH GURU GP

- Effective Recommendations
- Delivery Notification via Sendgrid
- Variety of Products
- Online Tracking
- Best Products
- 24x7 Shopping

TEAM MEMBER : MADHAVAN S

- Availability of the product
- No Need to Travel
- Keep in Current Trend
- Saves Time
- Adding Products to the cart
- Easy to use

TEAM MEMBER:ROHITH R

- Customer Feedback
- Best Prices
- Notification via Chatbot
- Deals and Offers
- Access products through chatbot
- Reviews on Products

TEAM MEMBER:SAMSUL GHUDHA A S

- Comparisons
- No Pressurized shopping
- Order Confirmation via Sendgrid
- Product Information
- Database of Products
- Product Ratings

USER INTERFACE

- Variety of Products
- Easy to use
- Adding Products to the cart
- Reviews on Products
- Deals and Offers
- Product Information
- Product Ratings

FEATURES

- Effective Recommendations
- Online Tracking
- 24x7 Shopping
- Customer Feedback
- Comparisons
- Database of Products

CHATBOT

- Availability of the product
- Notification via Chatbot
- Access products through chatbot

SENDGRID

- Delivery Notification via Sendgrid
- Order Confirmation via Sendgrid

ADVANTAGES

- Best Products
- Best Prices
- No Need to Travel
- Keep in Current Trend
- Saves Time
- No Pressurized shopping

Step-3: Idea Prioritization

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

Importance — If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility — Regardless of their importance, which tasks are more