

## 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.

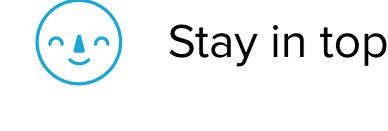
**5** minutes

Recommendation systems have the potential to explore new opportunities for retailers by enabling them to provide customized recommendations to consumers based on information retrieved from the Internet

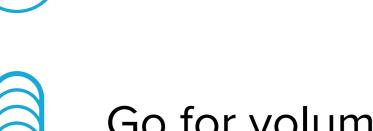


## Key rules of brainstorming

To run an smooth and productive session



Stay in topic. — Encourage wild ideas.





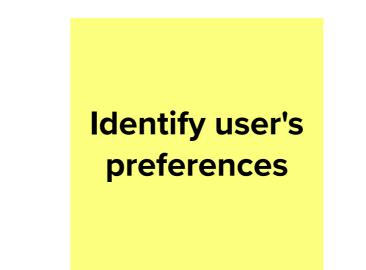


#### **Brainstorm**

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

① 10 minutes

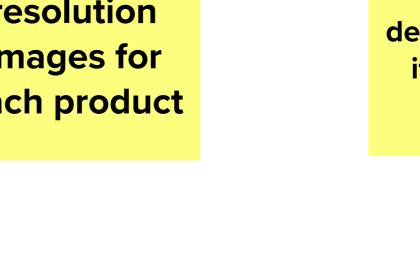


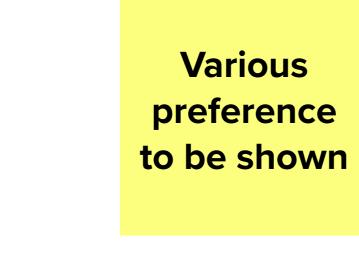






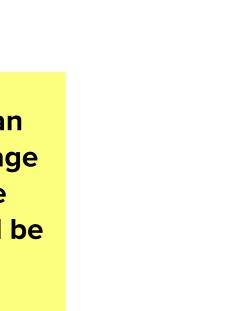












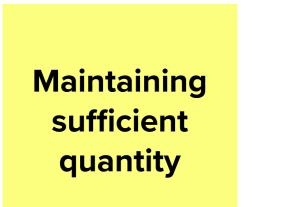














# Group ideas

These ideas provide user centric needs and recommendations.

### ① 20 minutes

Identify user's preferences	Recommend required products	High resolution image for each products
Integration of intelligent chatbot	Provides an alert message when the product gets ordered	Getting feedback from the customer
Handle secure payments	Reduce user's navigation	High Performance

This application is intended to provide information about fashion industries have witnessed an enormous amount of growth in fast fashion. An efficient recommendation system is required to sort, order, and efficiently convey relevant product content or information to users.



### **Prioritize**

The below given ideas are arranged according to the user's importance.

#### ① 20 minutes

