

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	IBM-Project-16421-1659613919
Project Name	Smart Fashion Recommender Application
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

### 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

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 →

**Facilitation Superpowers**  
 A collection of tools and techniques to help you run a successful brainstorming session.

**Problem Statement**  
 This project is to facilitate the development of a new product. The goal is to create a new product that is innovative, user-friendly, and scalable. The project will involve a team of designers, engineers, and marketers. The project will be completed by the end of the year.

**Key rules of brainstorming**  
 To run a smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

Share template feedback

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

### KEERTHANA M

Application can be user friendly	Should get a new updates about the fashion	Suggestion for user's need
Welcome bot's messaging service can be installed	Chatbots can answer 80% of customer queries	Receive the responses quicker than ever

### BOWSHIYA RANI R

Can make a product was available hands over the already exit products of customers	Chatbots can provide the immediate online shopping experience	Can be use to restore the supply chain process
Guide customers to find answer	Update customers on order status	Send personalized message about order

### INDHUMATHI A

Chatbot can available for 24/7	They can be integrated with virtual assistants	They can provide feedback about their delivery status
Provide the latest stock price	Empower customers to find products	Will check the stock chart

### PRITHIKA T

Real time experience	Instant and interactive interfaces	All the essential functions into the chat environment itself
Live chat services	E-commerce product page	Recommendation products based on the history user likes and dislikes

Suggestion for user's need

Chatbots can answer 80% of customer queries

Resolve the emergency customer issue

Update customers on order status

Application can be user friendly

Chatbot can be available for 24/7

Instant and Interactive interfaces

Real time experience

Live chat services

Send personalized message about order

They can be integrated with virtual assistants

Will check the size chart

They can provide information about the delivery status

Provide the latest stock price

Should give more options about the items

Empower customers to find products

Welcome bots - messaging services can be installed

E-commerce product page

Recommend products based on previous purchase history

Can detect problems and make the user aware of them and help them to solve them

Chatbot can generate the correct order history

After several functions has the chatbot become user

Can be used to recommend the supply chain process

Guide customers to find answer

Step-3: Idea Prioritization

