

Ideation Phase



Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32664
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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


Template



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 →


1

Define your problem statement
To build a new innovative solution through which a user can directly do their online shopping based on their choice without any search by using a chatbot.

🕒 5 minutes

PROBLEM

How might we build a smart fashion recommender application that comes with a chatbot?



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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

Person 1

Offers are notified to user's mail	Various Collections for men and women
Secured payment	Trendy and quality products on board

Person 3

Chatbot which saves time	Recommendation based on previous orders
Appealing user interface	Filters for user convinence

Person 2

User reviews are valued	Payment options: COD/Netbanking/UPI/BKRM
Recommendations are based on user's interest	Voice search facility in chatbots

Person 4

Coupons generated on birthdays	Shipping to remote areas
Flexible return Policy	Detailed description of each product

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Chatbot

Chatbot which saves time	Voice search facility in chatbots
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User's Benefits

Flexible return Policy	Filters for user convinence
Coupons generated on birthdays	Offers are notified to user's mail

Payment

Payment options: COD/Netbanking/UPI/BKRM	Secured payment
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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

