

# Ideation Phase

## Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID03890
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization:

**1 Define your problem statement**

What problem are you trying to solve? Frame your problem as a clear, right, the statement. This will be the focus of your brainstorm.

5 minutes

**PROBLEM**  
How might we build a smart product recommender?

**Key rules of brainstorming**  
to get small and understandable ideas

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Quantity is better
- Go for volume
- It's possible, but not ideal

**2 Brainstorm**

We brainstorm any ideas that come to mind and address your problem statement.

10 minutes

**Sivaram K**

- Secure Payment Method
- Mobile friendly responsive web application
- Well defined product description
- After sale support

**Ganesan J**

- User friendly interface
- Enhanced shopping cart
- Product reviews
- Secure authentication

**Sazwan Faras A**

- Chat bot assistance
- Product recommendation
- Exact product images
- Interactive interface

**Mohammed Mussamil**

- Customer support
- Fast checkout process
- Fakes to filter products
- Responsive and user friendly design

**3 Group Ideas**

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

20 minutes

**Group 1**

- Secure authentication
- Responsive web application

**Group 2**

- User friendly interface
- Product Reviews
- Chat bot assistance
- Product Recommendation
- Well defined product description and images

**4 Prioritize**

Your team should all be on the same page about what's important, meaning relevant. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**Importance**

**Feasibility**

Remember: Other priorities will also come up. Revisit and adjust your ideas as you go.