

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID48229
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

1

Smart Fashion Recommender Application
solving the users problems in purchase Online shopping

5 minutes

Problem

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Defer judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- If possible, be visual

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Nikitha C - 912819104036
Snega R - 912819104050
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2

Brainstorm

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

10 minutes

ReshmiDevi K

Trending Designs clothes	Shop with Assistant
Discounts & Offers	Cash on Delivery
Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking

Snega R

Nikitha C

Save Time	All size of clothes
24/7 Shopping	Home Delivery
Reviews of Products	Shopping via the internet saves time
No need to travel	Free shipping

Harini D
Mohabbath Sabeena A

3

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

Feasibility

Regardless of their importance, which ideas are most feasible then select (Good, low, other, completely not)