

Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID02977
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

How might we [your problem statement]?

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.

2

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

10 minutes

Parameshwaran V.K		Dayanithi.S	
Trending Designs clothes	Shop with Assistant	Save Time	All size of clothes
Discounts & Offers	Cash on Delivery	24/7 Shopping	Home Delivery
Manoj Adhithyan.A		Muhann Rej.M	
Easy Price Comparison	Easy to send gifts	Reviews of Products	Shopping via the internet saves time
Online Tracking	Online Tracking	No need to travel	Free shipping

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
If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which ideas are most feasible to attempt? (Cost, time, effort, complexity, etc.)