



Brainstorm & idea prioritization

Smart Fashion Recommender

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Problem statement

In shopping apps navigating to the desired product is very difficult and no proper assistance will be provided. Instead of navigating to several screens for booking products online the user can directly talk to chatbot regarding the products.

PROBLEM

How might we provide a chatbot so that online shopping can be done without any search



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.

2

Brainstorm

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

10 minutes

DIVYA.V

- Collecting users preference using a poll
- Recommending matching pairs of clothing
- Analyzing users taste based on their favourites
- Recommend based on users brand preference
- Season specific product recommendation
- User can like and dislike designs

GAYATHRI.R

- Chat bot which interacts like human
- Recommends in one click
- Interactive shopping
- Stock refill notification
- Suggestion based on user history
- Feedback based suggestions

DIVYA.B

- Recommend based on the user choice
- Recommend based on the user price preference
- Recommend based on the previous search
- Return or exchange the product through chatbot
- Notify when the order is confirmed
- Chat with chatbot with the user preferred language

DEEPIKA.V

- Based on the user need items will be recommended
- Latest trending fashion products is recommended
- Rrecommended items is also shortlisted by already existing user reviews
- Exchange service
- Provides deal of the day
- User friendly bot

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

- Chat with chatbot with the user preferred language
- Chat bot which interacts like human
- User friendly bot
- Return or exchange the product through chatbot

Notification

- Notify when the order is confirmed
- Stock refill notification

User Specific Recommendation

- Recommend based on the user choice
- Recommend based on the user price preference
- Recommend based on the previous search

User Preference Collection

- User can like and dislike designs
- Collecting users preference using a poll

- Recommend based on users brand preference
- Based on the user need items will be recommended
- Recommending matching pairs of clothing

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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 tasks could get done without any difficulty or cost, which would have the most positive impact?



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

