

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 October 2022
Team ID	PNT2022TMID35310
Project Name	Project – Smart Fashion Recommender Application
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



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

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

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.

Step-2: Brainstorm, Idea Listing and Grouping

2
Brainstorm
Write down any ideas that come to mind that address your problem statement.
🕒 10 minutes

TIP
You can record a sticky note and to the pencil (switch to sketch) icon to start drawing!

Araventh	Srihari	Guru	Bharath
Easily manageable application	Minimizing page navigations	More appropriate trained chatbot	Direct connections with top brands for exclusive discounts
User friendly	Recommend complementaries	Robustness	showing complete insights of product
Light weight application	get products just by saying features	Discounts for referrals	Review based recommendation
Feeling like virtual shop attendant	Fast response	Minimum data usage	Trustable

3
Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

TIP
Ask a distinguisher help to order with the label paper (left, bottom, right, etc.) consider grouping about 6-8 items within your team.

```
graph TD
    subgraph Usability
        U1[Easily manageable application]
        U2[User friendly]
        U3[Trustable]
        U4[get products just by saying features]
    end
    subgraph Technical_must [Technical must]
        T1[showing complete insights of product]
        T2[More appropriate trained chatbot]
        T3[Review based recommendation]
        T4[Minimizing page navigations]
    end
    subgraph Marketing
        M1[Recommend complementaries]
        M2[Discounts for referrals]
        M3[Direct connections with top brands for exclusive discounts]
    end
    subgraph General_expectations [General expectations]
        G1[Robustness]
        G2[Feeling like virtual shop attendant]
        G3[Minimum data usage]
        G4[Light weight application]
        G5[Fast response]
    end
```

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

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.)

Review based recommendation

Discounts for referrals

Trustable

showing complete insights of product

Direct connections with top brands for exclusive discounts

Minimum data usage

More appropriate chatbot

Minimizing page navigations

User friendly

Fast response

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.