IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION
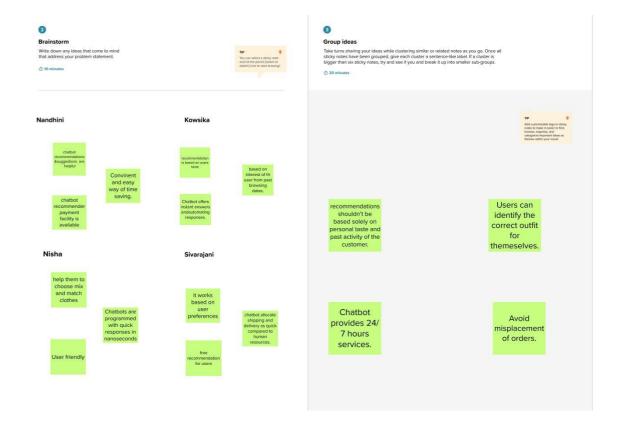
DATE	2 september 2022
TEAM ID	PNT2022TMID15470
PROJECT NAME	Smart Fashion Recommender Application
MAXIMUM MARK	4 Marks

Brainstorm & Idea Prioritization:

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

Step 2: Brainstorm, Idea listing and Grouping

Brainstorm

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

⏱ 10 minutes

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

Nandhini

- chatbot recommendations &suggestions are helpful
- Convinent and easy way of time saving.
- chatbot recommender payment facility is available

Nisha

- help them to choose mix and match clothes
- Chatbots are programmed with quick responses in nanoseconds
- User friendly

Kowsika

- recommendation is based on users taste
- based on interest of th user from past browsing datas.
- Chatbot offers instant answers andautomating responses.

Sivarajani

- it works based on user preferences
- chatbot allocate shipping and delivery as quick compared to human resources.
- free recommendation for users

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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
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

- recommendations shouldn't be based solely on personal taste and past activity of the customer.
- Users can identify the correct outfit for themeselves.
- Chatbot provides 24/7 hours services.
- Avoid misplacement of orders.

Step 3:Idea prioritization

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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

- Users can identify the correct outfit for themeselves.
- Recommendations using Chatbot which provides 24/7 hours services.
- identifying the taste of the user from thir past experience.

♡ **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.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

🗩 Share template feedback