


Ideation Phase

Brainstorm & Idea Prioritization

Date	14 September 2022
Team ID	PNT2022TMID20077
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

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
3-6 people recommended

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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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 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

Smart fashion recommender application -
What are the capabilities/requirements of the
idea that people collaboratively choose
when choosing to make our next
shopping month.

Key rules of brainstorming

To run an unbreak and productive session.

Stay in topic.


Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.



Need some inspiration?

See a featured version of this template to kickstart your work.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

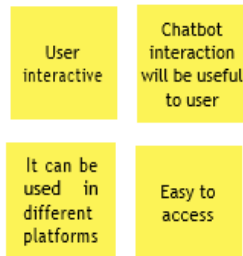
Write down any ideas that come to mind that address your problem statement.

10 minutes

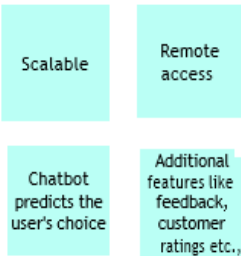
TIP

You can afford a sticky note and let the group (perhaps a diver) come to a decision.

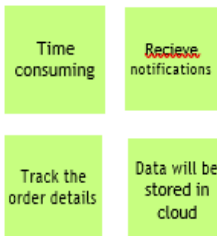
Suji



Akshaya



Raja Selvi



Ambigeswari

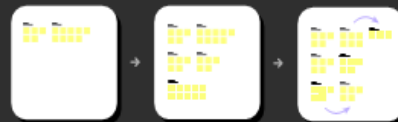
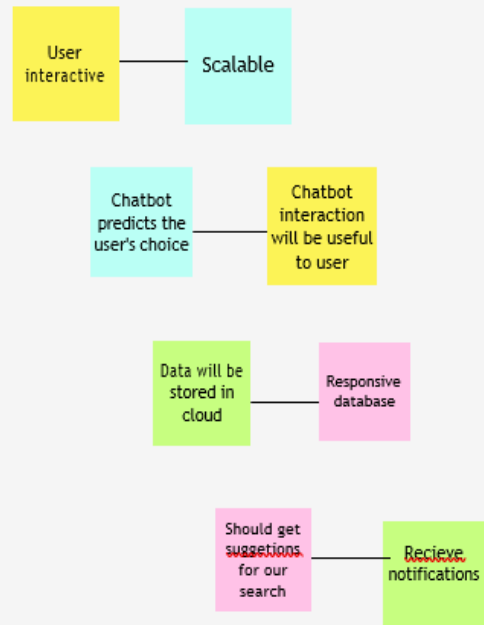


3

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.

10 minutes



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

