

Ideation Phase

Brainstorm & Idea Prioritization Template


| | |
|---------------|---|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID26539 |
| 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.

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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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!

TEAM LEAD- THARUN A

Availability of the product

Saves Time

Easy to use

Adding products to the cart

No need to travel

Keep in current trend

TEAM MEMBER 2 -SANTHOSH J

Online tracking

Best product

24x7 Shopping

Effective recommendation

Delivery notification via send grid

Variety of products

TEAM MEMBER 3 - RAJA RAJAN P

product rating

database of products

product information

comparisons

No pressurized shopping

order confirmation via sendgrid

TEAM MEMBER 4 - SURENDHAR A

customer feedback

best prices

deals and offers

notification via chatbox

access products through chatbox

review on products

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

USER INTERFACE

Variety of Products

Easy to use

Adding Products to the cart

Reviews on Products

Deals and Offers

Product Information

Product Ratings

FEATURES

Effective Recommendations

Online Tracking

24x7 Shopping

Customer Feedback

Comparisons

Database of Products

CHATBOT

Availability of the product

Notification via Chatbot

Access products through chatbot

SENDGRID

Delivery Notification via Sendgrid

Order Confirmation via Sendgrid

ADVANTAGES

Best Products

Best Prices

No Need to Travel

Keep in Current Trend

Saves Time

No Pressurized shopping

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

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

