

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID01237
Project Name	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

Template

SMART FASHION RECOMMENDATION

Fashion applications have seen tremendous growth and are now one of the most used programs in the e-commerce field. The needs of people are continuously evolving, creating room for innovation among the applications. Having an AI program that understands the algorithm of a specific application can be of great aid. We are implementing such a chat bot, which is fed with the knowledge of the application's algorithm and helps the user completely from finding their needs to processing the payment and initiating delivery.

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

Unavailability of chatbots that are interactive enough to navigate the user to do whatever they want. The amount of time a user has to go through to look for a product they desire for. Need for a more User-friendly interface. The main aim of the project is to develop a smart chatbot that is able to understand the needs of the user and recommend products of desire.

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.

🕒 10 minutes

CHARAN DP

User Friendly Web Application

DEVENDRAN V

Identify User preferences

High performance

Product Recommendation

Recommend required products

smart chat bot

Interactive web application

Handle secure payments

HARI KRISHNAN N

Offers/Discount

Reduce user navigation

ABHISHEK AR

High resolution images for each product

Well defined product description and its available categories

Instant product results based on preferences

Secure Authentication

Integration of intelligent chat bot

Various preferences to be shown

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

Group 1

Group 2

Well defined product description and its available categories

Integration of intelligent chat bot

Instant product results based on preferences

High resolution images for each product

Offers/Discount

Handle secure payments

User Friendly Web Application

Reduce user navigation

Various preferences to be shown

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

