

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID07200
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

1

Smart Fashion Recommender Application
solving the users problems in purchase Online shopping

5 minutes

How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

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

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Mohan Raj M - 42339104018

2

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

10 minutes

Parameshwaran VK	Dayanithi S
Trending Designs clothes	Shop with Assistant
Discounts & Offers	Cash on Delivery
Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking
	Save Time
	All size of clothes
	24/7 Shopping
	Home Delivery
	Reviews of Products
	Shopping via the internet saves time
	No need to travel
	Free shipping

Manoj Adithyan A

Mohan Raj M

Reviews of Products

Shopping via the internet saves time

No need to travel

Free shipping

3

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

Feasibility

Importance of their importance, which ideas are most feasible then select (Cost, time, effort, complexity, etc.)