

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	17 September 2022
Team ID	PNT2022TMID17806
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.

My Mural Reference:

<https://app.mural.co/t/naaliyathiran3686/m/naaliyathiran3686/1664953678119/8c17a175aa1e2826439fab8e64060405ea31e0ba?sender=u898fbd7e2be4de0009ce8751>

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

Template



### 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

➔

#### 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

To Develop and wbadpplication that has a chatbot to recommend fashion instead of searching

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.

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

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

10 minutes

**Joshua Dayalan M**

- Convert web application to sell fashion online
- Get the measurements for the clothing
- Send a fashion e-magazine about the latest trends
- Create excitement among the customer through offers
- Display a set of fashion that are brought along with a fashion

**Aldrin Gnanraj G**

- Inviting Customers to visit their endearing fashion
- Display the related fashion recommendation for a new track
- Get the customer reviews for all products
- Display sponsored advertisements to increase the revenue

**Rohith R**

- Create an online fashion event in the application
- Recommend the contemporary and localized styles
- Enabling communication among the fashion designers
- Customers can share their ideas/designs to other customers
- Give space for the customers to ask queries and answer them using experts

**Amirtharej M**

- Distribute gifts and attractive prizes during sale
- Track the order and sales of every customer
- Enabling filters for an advanced search
- Display various views of a single costume for better visualization
- Include a chatbot to assist the customer

### 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.

20 minutes

**Web Application**

- Convert web application to sell fashion online
- Display the latest trends or fashion news in the web application
- Display various views of a single costume for better visualization
- Enabling filters for an advanced search
- Include a chatbot to assist the customer

**Business Values**

- Display sponsored advertisements to increase the revenue
- Display a set of fashion that are brought along with a fashion
- Inviting Customers to visit their endearing fashion
- Display the related fashion recommendation for a new in sale

**User Satisfaction**

- Recommend the contemporary and localized styles
- Get the measurements for the clothing
- Distribute gifts and attractive prizes during sale
- Create excitement among the customer through offers

**Communication**

- Create an online fashion event in the application
- Enabling communication among the fashion designers
- Customers can share their ideas/designs to other customers
- Get the customer reviews for all products

**Miscellaneous**

- Send a fashion e-magazine about the latest trends
- Give space for the customers to ask queries and answer them using experts
- Track the order and sales of every customer

## 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

**Importance**

Which of these ideas could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

Regardless of their importance, which ideas 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**

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to 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 →](#)

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