

IDEATION PHASE

Brainstorm & Idea Prioritization Template

1

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

5 minutes

Problem

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.

2

Brainstorm

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

10 minutes

Type your text

Magesh

Trending Designs clothes

Shop with Assistant

Discounts & Offers

Cash on Delivery

Nilash

Save Time

All size of clothes

24/7 Shopping

Home Delivery

Gurumoorthy

Easy Price Comparison

Easy to send gifts

Online Tracking

Online Tracking

Aadithya

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

Rank of ideas based on how much you value addressing the problem in this, which would have the most positive impact?

Feasibility

Regardless of their importance, which ideas are most realistic from a point of (Cost, time, effort, complexity, etc.)

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