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

Recommendation systems have the potential to explore new opportunities for retailers by enabling them to provide customized recommendations to consumers based on information retrieved from the Internet

Key rules of brainstorming

To run an smooth and productive session

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

2

Brainstorm

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

🕐 10 minutes

Astro John

- User friendly web application
- Identify user's preferences
- High performance
- Recommend required products

Balasubramaniyan

- High resolution images for each product
- Well defined product description and its available categories
- Various preference to be shown
- Integration of intelligent chatbot

Fazeer Mohamed

- Smart chatbot
- Interactive web application
- Provides an alert message when the product will be ordered
- Handle secure payments

Fazil Mohamed

- Reduce user's navigation
- Getting feedback from the customer
- Prioritize location
- Maintaining sufficient quantity

3

Group ideas

These ideas provide user centric needs and recommendations.

🕐 20 minutes

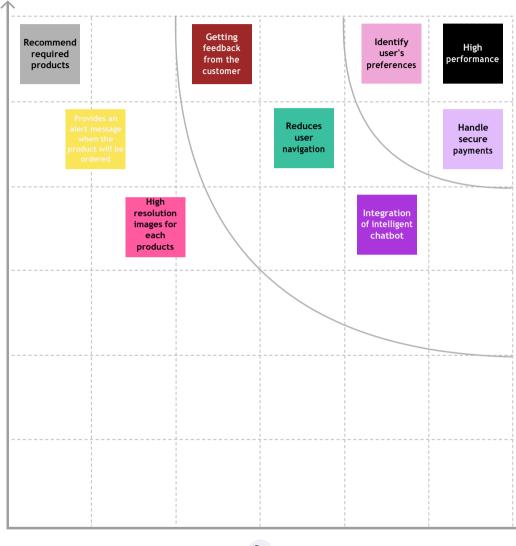| Identify user's preferences	Recommend required products	High resolution image for each products
Integration of intelligent chatbot	Provides an alert message when the product gets ordered	Getting feedback from the customer
Handle secure payments	Reduce user's navigation	High Performance

This application is intended to provide information about fashion industries have witnessed an enormous amount of growth in fast fashion. An efficient recommendation system is required to sort, order, and efficiently convey relevant product content or information to users.

4

Prioritize

The below given ideas are arranged according to the user's importance.

🕐 20 minutes

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)