

# Ideation Phase

## Brainstorming

Date	16 September 2022
Team ID	PNT2022PMID25179
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

### Brainstorming:

Angeline Rebecca

Online Payment	Reviews
Offers and Discount	Fast Delivery
Social Media Marketing	Search Engine Optimisation

Vishnupriya

Gift Vouchers	Group Orders
Recommend Based on User Interest	OTP Verification
Free Shipping	All Brand Products

Harini

24/7 Service	New User offers
Premium Products	Product Service
Festivals Concepts	New products are updating every 15th


Sanjuna

More designs available	Best match results
Email Marketing	Fashion and Style
Product Details in 3D	Great UI / UX

Offers and Discount

Fashion and Style

Fast Delivery

  
**Importance**  
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**TIP**  
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Fashion and Style

Fast Delivery

Offers and Discount

  
**Feasibility**

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