Brainstorm & Idea Prioritization
Smart Fashionm Recommender Application

⏱ 5 minutes

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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 brainstrom

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PROBLEM

Customer can use the app to browse the products and add them to their shopping cart. The bot will assist users in receiving product recommendation.

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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2 Brainstorm

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

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

sandhiya

Convenient Shopping	Find all the beauty and personal care products
Engage users with AI	Offers complete wardrobe solution

selvarani

Access fashion trends	Largest collection of fashion and lifestyle brands
Be a perfect stylist	Utilize your 3D model to find an outfit

Subananthan

guarantees high quality to make life easy for you	Save the item you love the most
Tips and Masterclass from celebrity stylist	The name of the product is not required

subash

Early access to all major fashion sales	Curated capsule collections to enhance your personal style
Landmark loyalty program	Share design inspirations to chatbot

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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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Collections

Largest collection of fashion and lifestyle brands	Curated capsule collections to enhance your personal style

Styles
Tips and

Masterclass from celebrity stylist	Utilize your 3D model to find an outfit

Chatbot

Share design inspirations to chatbot	Engage users with AI

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

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

- Utilize your 3D model to find an outfit
- Tips and Masterclass from celebrity stylist
- Share design inspirations to chatbot
- Largest collection of fashion and lifestyle brands
- Engage users with AI
- Curated capsule collections to enhance your personal style

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