# Ideation Phase
## Brainstorm & Idea Prioritization Template
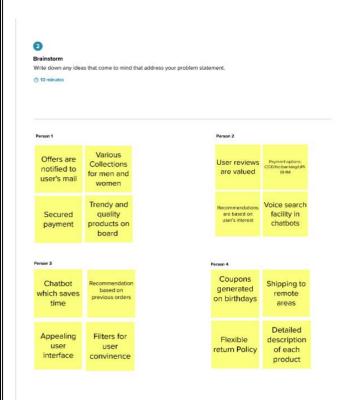
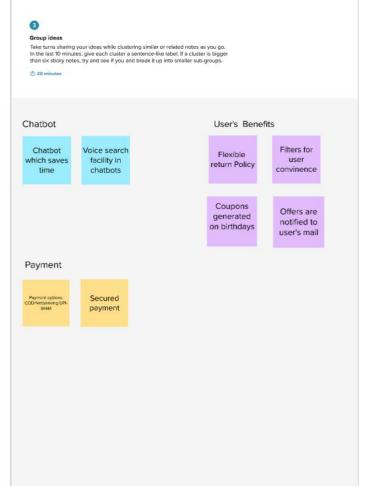| | |
|---|---|
| Team ID | PNT2022TMID11712 |
| Project Name | Project - Smart Fashion Recommender Application |
| Maximum Marks | 4 Marks |
| | |

**Brainstorm & Idea Prioritization:**

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

# Step-2: Brainstorm, Idea Listing and Grouping

**2**

**Brainstorm**

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

⏱ 10 minutes

**Person 1**

| | |
|---|---|
| Offers are notified to user's mail | Various Collections for men and women |
| Secured payment | Trendy and quality products on board |

**Person 3**

| | |
|---|---|
| Chatbot which saves time | Recommendation based on previous orders |
| Appealing user interface | Filters for user convinence |

**Person 2**

| | |
|---|---|
| User reviews are valued | Payment options: COD/Netbanking/UPI-BHIM |
| Recommendations are based on user's interest | Voice search facility in chatbots |

**Person 4**

| | |
|---|---|
| Coupons generated on birthdays | Shipping to remote areas |
| Flexible return Policy | Detailed description of each product |

**3**

**Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

**Chatbot**

| | |
|---|---|
| Chatbot which saves time | Voice search facility in chatbots |

**User's Benefits**

| | |
|---|---|
| Flexible return Policy | Filters for user convinence |
| Coupons generated on birthdays | Offers are notified to user's mail |

**Payment**

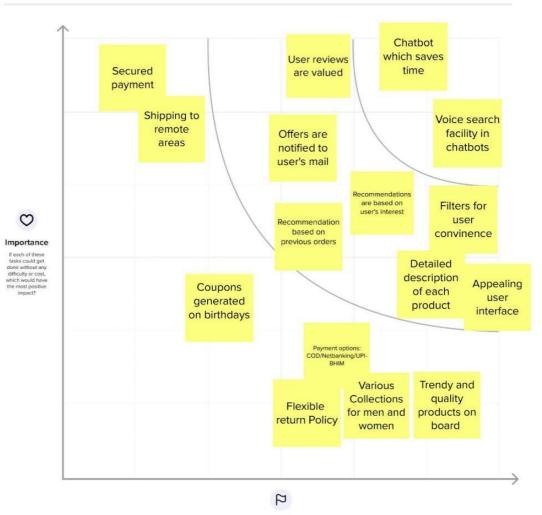| | |
|---|---|
| Payment options: COD/Netbanking/UPI-BHIM | Secured payment |

**Step-3: Idea Prioritization**

**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?

Secured payment

Shipping to remote areas

User reviews are valued

Chatbot which saves time

Voice search facility in chatbots

Offers are notified to user's mail

Recommendations are based on user's interest

Filters for user convinence

Recommendation based on previous orders

Coupons generated on birthdays

Detailed description of each product

Appealing user interface

Payment options: COD/Netbanking/UPI-BHIM

Flexible return Policy

Various Collections for men and women

Trendy and quality products on board

**Feasibility**

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