

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID14032
Project Name	Smart Fashion recommender application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Brainstorm, Idea Listing and Grouping

1

Smart Fashion Recommender Application

Solving the user problems on purchasing items online

⌚ 5 minutes

Problem

What might be your problem statement?

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

Prabhu K

Call and delivery

Reviews

Personalized offers

Personalized suggestions

Rajayathi M

Reviews

Call and delivery

Personalized offers

Personalized suggestions

Madhesh Kumar A

Reviews

Call and delivery

Personalized offers

Personalized suggestions

Muthu Logesh M

Reviews

Call and delivery

Personalized offers

Personalized suggestions

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

Each of these ideas could get done without any difficulty or cost, which would make the most positive impact.