

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.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Brainstorm, Idea Listing and Grouping

1 Smart Fashion Recommender Application
Solving the user problems on purchasing items online

⌚ 5 minutes

Problem

How might we [user 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

Prabu K

- Card on Delivery
- Send with Reviews
- Discounted card delivery
- Tracking
- Insurance policy

Ragupathi M

- Review on Product
- Product Rating
- Review on Product
- Product Rating

Madesh Kumar A

- Product Rating
- Product Rating
- Product Rating
- Product Rating

Muthu Logesh M

- Product Rating
- Product Rating
- Product Rating
- Product Rating

TIP
You can select a sticky note and use the point marker to mark it out to start drawing!

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
A team should agree without any difficulty on ideas which represent the most important aspect.

TIP
Participants can use their markers to point at where they want to place an idea. The facilitator can confirm the spot by using the same marker holding the idea on the topboard.