

# IDEATION PHASE

## Brainstorm & Idea Prioritization Template

1

Smart Fashion Recommender Application  
solving the users problems in purchase Online shopping

5 minutes

How might we [your problem statement]?

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.

2

Brainstorm

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

10 minutes

Type your text

Karan

Trending Designs clothes

Shop with Assistant

Discounts & Offers

Cash on Delivery

Nandhakumar

Save Time

All size of clothes

24/7 Shopping

Home Delivery

Mathish

Easy Price Comparison

Easy to send gifts

Online Tracking

Online Tracking

Kaviyarasu

Reviews of Products

Shopping via the internet saves time

No need to travel

Free shipping

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

8 points to these ideas could get difficult or easy, which would have the most positive impact?

Feasibility

Regardless of their importance, which ideas are most feasible for your team? (Cost, time, effort, complexity, etc.)

Cash on Delivery

Easy to send gifts

Reviews of Products

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Shop with Assistant

Home Delivery

24/7 Shopping