

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	06 November 2022
Team ID	PNT2022TMID39256
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

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

**SMART FASHION RECOMMENDATION**

Fashion application have seen tremendous growth and are now one of the most used programs in the e-commerce field. The needs of people are continuously evolving. Creating room for innovation around the application. Having an AI program that understanding the algorithm of a specific application can be of great aid. We are implemented such a chat box, which is fed application's algorithm and helps the user completely from finding their needs to processing of payment and initiating delivery

15 minutes to prepare  
40-60 minutes to collaborate  
2-7 people recommended

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**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

15 minutes

- Team gathering**  
Online who should participate in the session and send an invite
- Set the Goal**  
Think about the problem you'll be focusing on solving in the brainstorming session
- Interested in learning more?**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open the checklist](#)

**Define Problem Statement**

Useability of checkout that are interactive enough to navigate the user to do whatever they want. The amount of text a user has to go through to look for a product they desire for. Filter for a more user-friendly interface. The main aim of the project is to develop a small chat bot that is able to understand the needs of the user and recommend products of desire.

10 minutes

How might we... [insert problem statement here?]

**Need some inspiration?**

See a featured version of this template for additional inspiration.

[Open examples](#)

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## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

15 minutes



3

### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 15 minutes, 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.

**Tip**  
You can use the Working Statement about to focus on the strongest ideas.

15 minutes

#### User Facility



#### Admin Support



## Step-3: Idea Prioritization

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



5

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Show the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save on your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
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