

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID03701
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template

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

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization

Team Leader - Sarkar Murali Gnanesh

Team Member - Palamakula Jahnavi

Team Member - Gudla Akash

Team Member- Guda Tejananda Reddy

Brainstorm & Idea Prioritization
Smart Fashion Recommender
Application

5 minutes

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm

PROBLEM

Customer can use the app to browse the products and add them to their shopping cart. The bot will assist users in receiving product recommendation.

Key challenge: brainstorming

Try to use an smooth and productive session

Stay in focus, Encourage wild ideas, Suffer judgement, Listen to others, Go for volume, If possible, be visual.

Brainstorm

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

10 minutes

Gnanesh

Convenient Shopping

Engage users with MI

Find all the beauty and personal care products

Offers complete wardrobe solution

Akash

Access fashion trends

Be a perfect stylist

Largest collection of fashion and lifestyle brands

Utilize your 3D model to find an outfit

Jahnvi

guarantees high quality to make life easy for you

Tips and Masterclass from celebrity stylist

Save the item you love the most

The name of the product is not required

Tejananda

Early access to all major fashion sales

Landmark loyalty program

Curated capsule collections to enhance your personal style

Share design inspirations to chatbot

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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.

20 minutes

Collections

Largest collection of fashion and lifestyle brands

Curated capsule collections to enhance your personal style

Styles

Tips and Masterclass from celebrity stylist

Utilize your 3D model to find an outfit

Chatbot

Share design inspirations to chatbot

Engage users with AI

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 scale of ideas, where ideas are placed on the grid, where ideas are placed on the grid, where ideas are placed on the grid.

Feasibility

A scale of ideas, where ideas are placed on the grid, where ideas are placed on the grid, where ideas are placed on the grid.

Utilize your 3D model to find an outfit

Engage users with AI

Share design inspirations to chatbot

Curated capsule collections to enhance your personal style

Utilize your 3D model to find an outfit

Engage users with AI

Share design inspirations to chatbot

Curated capsule collections to enhance your personal style

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