

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	1 November 2022
Team ID	PNT2022TMID49044
Project Name	corporate employee attrition analytics
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

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.

Parameshwaran VK - 421319104021
Manoj Achithyan A - 421319104016
Dayanthi S - 421319104003
Mohan Raj M - 421319104018

2

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

10 minutes

Parameshwaran VK		Dayanthi S	
Trending Designs clothes	Shop with Assistant	Save Time	All size of clothes
Discounts & Offers	Cash on Delivery	24/7 Shopping	Home Delivery

Manoj Achithyan A		Mohan Raj M	
Easy Price Comparison	Easy to send gifts	Reviews of Products	Shopping via the internet saves time
Online Tracking	Online Tracking	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 in these ideas could get others excited and get off to a start, which would have the most positive impact.

Feasibility
Regardless of their importance, which ideas are most feasible from a point of cost, time, effort, complexity, etc.?