

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID12171
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


Template



SMART FASHION RECOMMENDATION

Fashion applications 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 among the applications. Having an AI program that understands the algorithm of a specific application can be of great aid. We are implementing such a chat bot, which is fed with the knowledge of the application's algorithm and helps the user completely from finding their needs to processing the payment and initiating delivery.

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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](#)

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open the website →](#)


1

Define your problem statement

Unavailability of chatbots that are interactive enough to navigate the user to do whatever they want. The amount of toil a user has to go through to look for a product they desire for. Need for a more User-friendly interface. The main aim of the project is to develop a smart chatbot that is able to understand the needs of the user and recommend products of desire.


QUESTION


How might we [your problem statement]?





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to inspire your work.

[Open example →](#)

























Step-2: Brainstorm and Prioritize

2

Brainstorm solo

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

10 minutes

Soundar M

User Friendly Web application
Identify User preferences
Recommend required products
smart chatbot

Sasidharan S

High performance
Product recommendation
Interactive web application
Handle secure payments

Rameshkrishnan M

Offers/Discount
Reduce user navigation
Instant product results based on preferences
Secure Authentication

Nishanth R

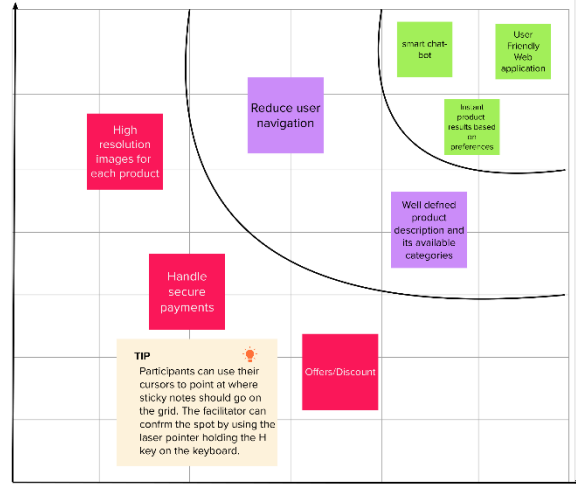
High resolution images for each product
Well defined product description and its available categories
Integration of intelligent chat-bot
various preferences to be shown

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.

15 minutes



Importance

Each of these boxes could get ideas without any color or mark, what would have the most positive impact?

Feasibility

Regardless of how important, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

