

Ideation Phase
Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID45932
Project Name	Smart Fashion Recommender
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

1

Problem Statement

The main reason behind developing this project is the problems which were faced by the customers because of shortage of time and convenience. Currently they need to shop at different places in order to gather all their specific products, and they waste a lot of time. If we come up with a solution to make them save time and money and satisfy their needs, we could gain new customers who currently shop at competitors or online.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Better options for products. A convenient and flexible way of shopping. Online shipment tracking and product comparison.

Steps 3:Idea Listing and Grouping

Anitha	kanmani	Mathu mitha	vijayalakshmi
idea 1	idea 1	idea 1	idea 1
idea 2	idea 2	idea 2	idea 2
idea 3	idea 3	idea 3	idea 3
wide variety of products	Online payment	No pushy sales	Price and selection
order any time	Discount	Fast delivery	Easy to find items
money saving	free shipping	Better selection	fuel saving
The power of delivered good	consumer focus is on price	Higher discounts	No crowds
choices are endless	easy to send a gift	order at any time	Reviews
free way to shop	No queue	track location	Rapid home delivery

3

Groups Ideas

Exciting offers

Reviews and Feedback of previous buyers

Compare prices

Easy browsing

No pressure from seller

Lesser time taken

24/7 availability

Enables cross comparisons across different brands.

Step-4: Idea Prioritization

