### **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



## Problem Statement

The main reason behind developing this project is the problems which where 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

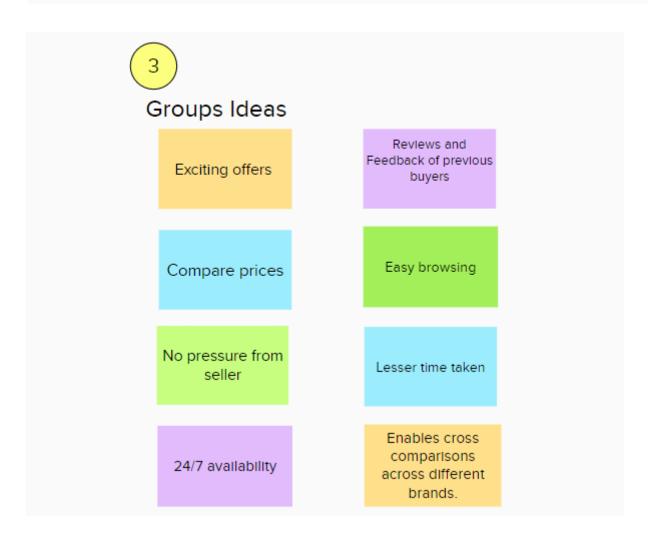


#### Brainstorm

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

## **Steps 3:Idea Listing and Grouping**

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



**Step-4: Idea Prioritization** 

