


Ideation Phase

Brainstorms & Idea Prioritization

Date	22 October 2022
Team Id	PNT2022TMID16527
Project Name	Smart Fashion Recommender Application
Maximum Marks	

Step 1: Team Gathering, Collaboration and Select the problem Statement:



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

➔

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.

⌚ 10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

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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.

⌚ 5 minutes

PROBLEM

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.

Step2: Brainstorm, idea Listing and Grouping:

2

Brainstorm

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

🕒 10 minutes

Team leader: Pranshya D

Clothes

smart sock gen 3

Makeup things

Men fashion

Men's hats

Students Accessories

Women fashion

Women's bags

Students Accessories

Boys's Accessories

Team member 1: Saranya B

Customer Interest

Customer suggestion

Customer Search option

A/D smart sleeve

smart clothing jacket

Head X yoga pants

Sports things

Team member 2: Yashvi V

Mobile Accessories

smart shirt

smart raincoat

smart clothing

smart baby hat

smart clothing socks

smartwatch

Team member 3: Shashwika K

smart device

smart home products

city camera

web camera

Digital camera

smart laptops

smart fabric

Improving product sales

Customer suggestion

Customer interest

Quality products

Customer information collection platform

Employer details

Employee name

Email id and Dob

Contact number

Address

List of Mandatory Credentials

Name

Contact Number

Address

Payment details

Customer details

Name

Contact Number

Email id

Address

3

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

Usages

This application is user friendly

Low cost and easy to use

Personalized content and recommendations

Users can interact and share their opinions

This app is useful for people who are busy

Only quality products are available

Social media

Follow digital content and company

Can interact with business people

Group discussion

Features

Personalized recommendations based on user's preferences

Users can interact and share their opinions

Users can interact and share their opinions

Users can interact and share their opinions

Recommendation

High quality products

Personalized content and recommendations

Notification

Notification for customer suggestions and group

Security

Secure personal information

Secure user data and information for security purposes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

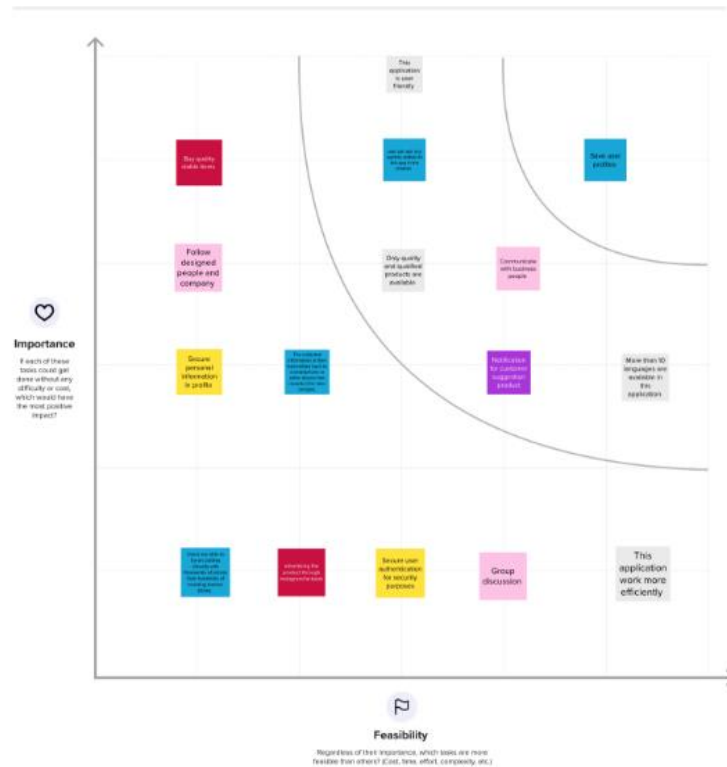
Step3: Idea Prioritization

4

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



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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