

Ideation Phase

Brainstrom & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID37394
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstrom & Idea Prioritization :

1

Smart Fashion Recommender Application
solving the user problem in purchase Online shopping

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.

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Navaneethan P - 311819104030
Nithish B - 311819104032
Mohamed Mushraf K - 311819104025

2

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

10 minutes

Ashfaqe Ahamed

Trending Design Clothes	Shop with Assistant
Discounts and Offers	Cash on Delivery

Navaneethan

Save Time	All Size of Clothes
24/7 Shopping	HOME Delivery

Nithish

Easy Price Comparison	Easy to Send Gifts
Online Tracking	Online Tracking

Mohamed Mushraf

Reviews of Products	Shopping via the Internet saves time
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
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)