

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID48162
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

SMART FASHION RECOMMENDER APPLICATION

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 a 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 chatbot, 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.

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

- 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.

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1 Define your problem statement

Unavailability of chatbots that are interactive enough to navigate the user to do whatever they want. The amount of toll 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.

PROBLEM

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.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

RIJWANA PARVEEN J

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

PARAMESHWARI B

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

SANDHYA B

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

SARANYA C

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

SURIYA JOTH S

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

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

TIP

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

GROUP 1

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

GROUP 2

- Make the design more user-friendly
- Use the design to make the product more user-friendly
- Make the design more user-friendly

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Step-3: 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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the M key on the keyboard.

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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