

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 OCTOBER 2022
Team ID	PNT2022TMID17944
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization

**1**

Smart Fashion Recommender Application  
solving the users problems 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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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**2**

**Brainstorm**

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

10 minutes

Madhavi Suseel

Trending Designs clothes	Shop with Assistant
Discounts & Offers	Cash on Delivery

Kirithika K

Save Time	All size of clothes
24/7 Shopping	Home Delivery

Nandhini R

Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking

Praveen V

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 ideas would get done without any difficulty in doing, which would have the most positive impact?

Feasibility  
Regardless of how important, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)