

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 September 2022
Team ID	PNT2022TMID46938
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm :

1

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 enhance features of Smart Fashion Recommender Application?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgement.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

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

10 minutes

TIP

You can convert a sticky note and fit the pencil sketch to adapt it to your drawing

A.Rogee Rajender

Feature	Recommend
Style	Fast Delivery
Price	Offers and Discount
Quality	Fast Delivery

K.Arishad Kishan

Style	Fast Delivery
Price	Offers and Discount
Quality	Fast Delivery
Style	Fast Delivery

V.Ashish

Style	Fast Delivery
Price	Offers and Discount
Quality	Fast Delivery
Style	Fast Delivery

M.Navin Kumar

Style	Fast Delivery
Price	Offers and Discount
Quality	Fast Delivery
Style	Fast Delivery

3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Offers and Discount

Fashion and Style

Fast Delivery

TIP

Add customizable tags to sticky notes to make it easier to find, remove, organize and categorize important ideas as clusters within your board.

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

