

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID46354
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	4 Marks

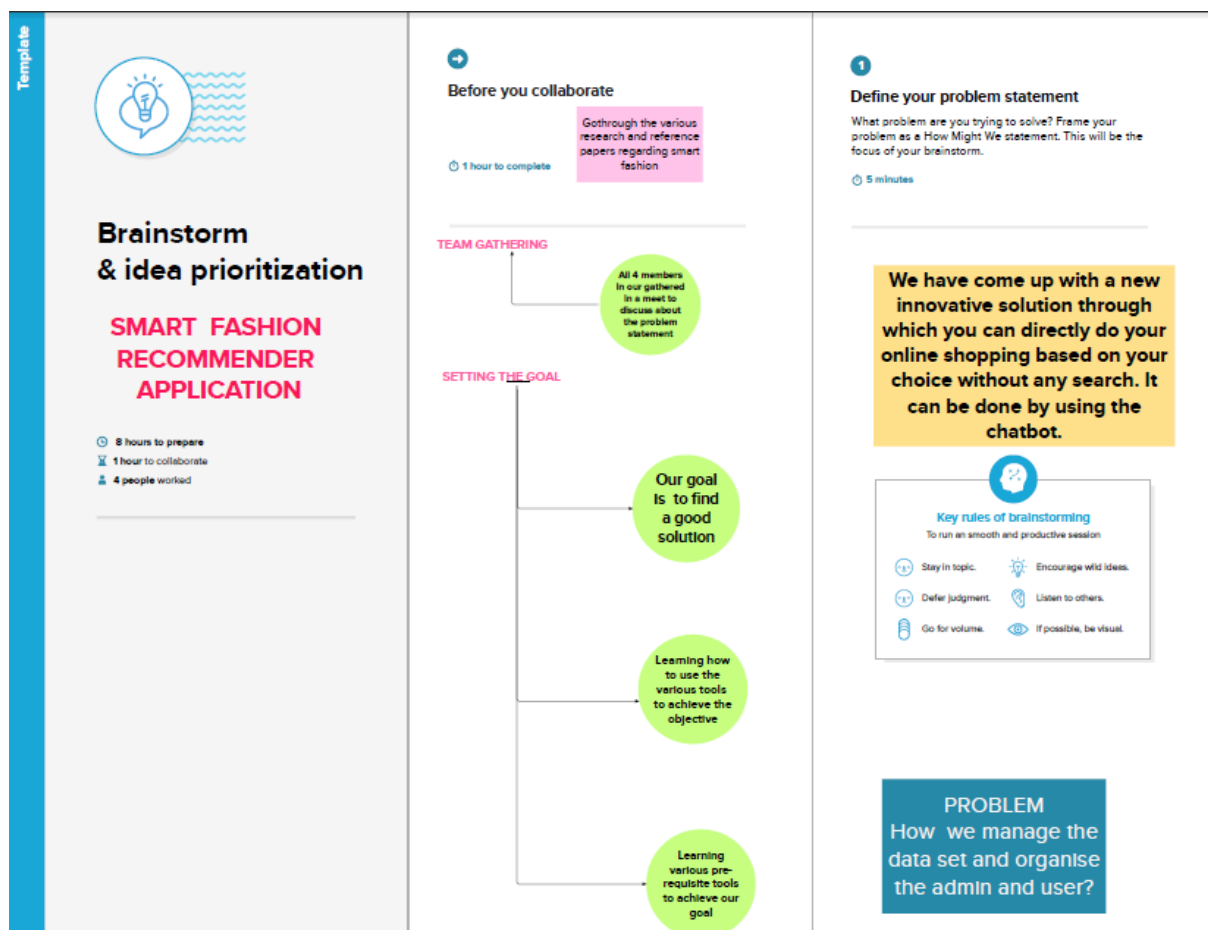
Brainstorm & Idea Prioritization Template:

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



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 (edit) or delete (trash) icon to start drawing!

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Create awareness about chatbot	promote the best deals and offers on that day.	Reduce Customer Service Costs.	positively impact customer communication and drive business growth
Provides best recommendations	Balance Automation with Human Touch.	Sentiment analysis	allowing humans to interact with digital devices
Give recommendations to the users based on their interests	Monitor Consumer Data to Gain Insights	Increase Customer Engagement.	store the customer's details and orders in the database.
collecting customer feedback	Devise a Conversational Marketing Strategy.	Improve Lead Generation.	respond to customers instantly

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

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