



Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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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](#)

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
 - Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
 - Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
- [Open article](#)



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](#)

TEAM ID: PNT2022TMID22598

PROBLEM
How might we make online fashion shopping smarter?

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.



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!

GRACELIN C

Advertise best deals and offers on that day.

Integrated customer Feedback collecting system

JANANI L

Accept input from customer on their preference and skin color for better recommendation.

Suggesting latest trend based fashion outfit.

SUBASHINI V

Use a Chatbot for Smart recommendations

Separate UI dashboards for common user and admin.

SNEHA S

Personalised clothing recommendation

Use python , Flask and Docker for seamless integration



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](#)

Simple and easy UI to enable end-user for seamless and smart purchase experience.

Getting back customer feedback for betterment and refinement of the chatbot system.

Get many inputs such as: Gender, Age class, Dress size, Dress category, Color preference, Price filter etc.

Promoting best deals and Offers

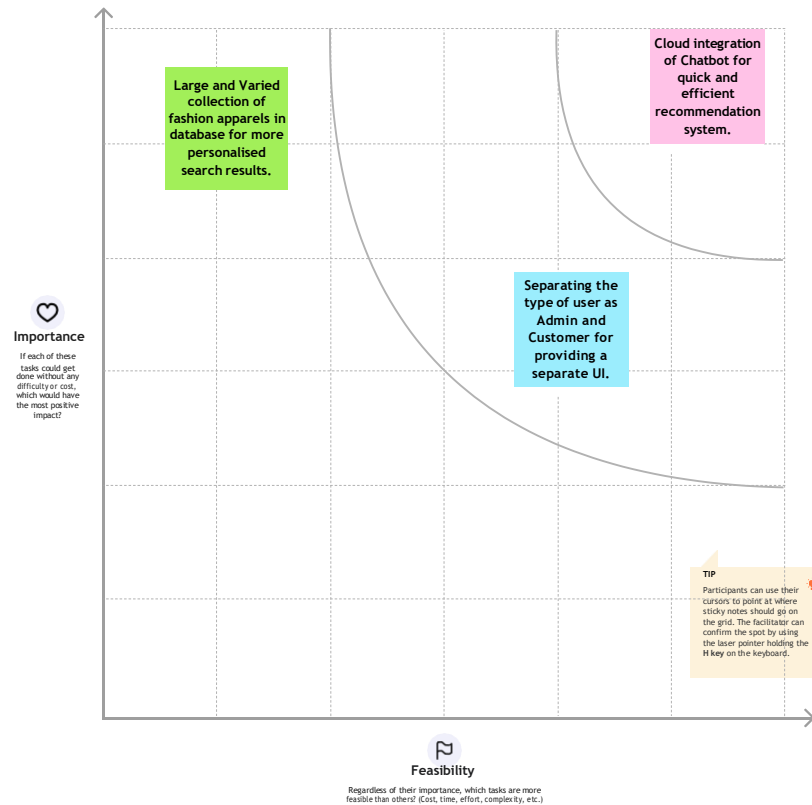
Easy monitoring of customers, products as well as feedback database in dedicated Admin dashboard



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](#)



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.

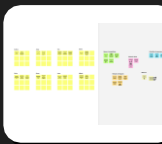
Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)

[Share template feedback](#)



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#)

