

# IDEATION PHASE

## BRAINSTORM & IDEA PRIORITISATION

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Project Name	Smart Fashion Recommender Application

### Brainstorm & Idea Prioritization:

#### SMART FASHION RECOMMENDER APPLICATION

### Step-1: TEAM GATHERING, COLLABORATION AND SELECTION OF PROBLEM STATEMENT



#### 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

#### PROBLEM

smart fashion recommender application- rapid growth of online market for fashion are getting increasingly overwhelmed with the volume, velocity and variety and production



#### 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

2

### Brainstorm

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

🕒 10 minutes



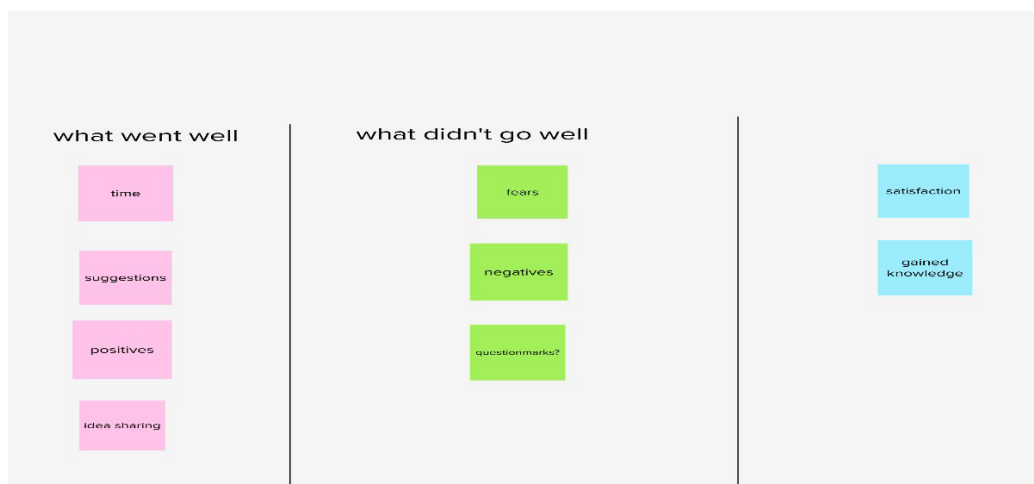
## Step-3 IDEA LISTING AND GROUPING

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### 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



### Step-3: IDEA PRIORITISATION

