

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID13919
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. 💡 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

Parameshwaran.V.K

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

Manoj Adhithyan.A

Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking

Dayanithi.S

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

Mohan Raj.M

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
Rank each of these ideas and get alone without any difficulty or risk, which would have the most positive impact?

Feasibility

Regardless of their importance, which ideas are most feasible then implement (Cost, time, effort, complexity, etc.)