

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	26 OCTOBER 2022
Team ID	PNT2022TMID31571
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 judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

CASSANDRA MARIA MURPHY - 711719104018  
DEEPIKA D - 711719104022  
DHANUSHIYA K - 711719104024  
KEERTHANA P L - 711719104043

**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

Dayanithi.S

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

Manoj Adithyan.A

Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking

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

Feasibility

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