

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID52435
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

2

Brainstorm

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

10 minutes

Parameshwaran V.K	Dayanithi.S
Trending Designs clothes	Shop with Assistant
Discounts & Offers	Cash on Delivery
Save Time	All size of clothes
24/7 Shopping	Home Delivery

Manoj Adhithyan.A	Muhan Raj.M
Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking
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

How much of your team would get excited or motivated by this idea?

Feasibility

How easy would it be to implement this idea?