Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID43745
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization

Team Leader - Praveena S

Team member - Kaviarasi I

Team member - Preethi G

Team member - Shree Hari Priya

Brainstorm & Idea Prioritization
Smart Fashion Recommender Application

⏱ 5 minutes

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

PROBLEM

Customer can use the app to browse the products and add them to their shopping cart. The bot will assist users in receiving product recommendation.

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!

Praveena S

- Convenient Shopping
- Find all the beauty and personal care products
- Engage users with MI
- Offers complete wardrobe solution

Kaviarasi I

- Access fashion trends
- Largest collection of fashion and lifestyle brands
- Be a perfect stylist
- Utilize your 3D model to find an outfit

Preethi G

- guarantees high quality to make life easy for you
- Save the item you love the most
- Tips and Masterclass from celebrity stylist
- The name of the product is not required

Shree hari priya

- Early access to all major fashion sales
- Curated capsule collections to enhance your personal style
- Landmark loyalty program
- Share design inspirations to chatbot

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 and break it up into smaller sub-groups.

⏱ 20 minutes

TIP Add customizable tags to sticky notes to make is easier to find, browse, organize, and categorize important ideas as themes within your mural.

Collections

- Largest collection of fashion and lifestyle brands
- Curated capsule collections to enhance your personal style

Styles

- Tips and Masterclass from celebrity stylist
- Utilize your 3D model to find an outfit

Chatbot

- Share design inspirations to chatbot
- Engage users with AI

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
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- Tips and Masterclass from celebrity stylist
- Utilize your 3D model to find an outfit
- Share design inspirations to chatbot
- Largest collection of fashion and lifestyle brands
- Engage users with AI
- Curated capsule collections to enhance your personal style

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)