

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2022
Team ID	PNT2022TMID50909
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

🔗 8 minutes

Question

How eager are your problem statements?

62

Key rules of factchecking

Be not convinced and productive anyone

- 🔗 Stay in topic
- 🔗 Encourage with ideas
- 🔗 Better judgement
- 🔗 Listen to others
- 🔗 Be for solution
- 🔗 Encourage for critical

2

Brainstorm

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

🔗 10 minutes

Areas Very Difficult

🔗	🔗	🔗	🔗
🔗	🔗	🔗	🔗
🔗	🔗	🔗	🔗

Areas Very Easy

🔗	🔗	🔗	🔗
🔗	🔗	🔗	🔗
🔗	🔗	🔗	🔗

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.

🔗 10 minutes

Importance

Amount of time and resources needed to complete the idea

How much the idea will impact the user's experience

How much the idea will impact the business

How much the idea will impact the brand

How much the idea will impact the user's experience

How much the idea will impact the business

How much the idea will impact the brand

Feasibility

Resources of that idea (personnel, money, time) are enough

Whether the idea is legal, ethical, and socially acceptable