

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	16 September 2022
Team ID	PNT2022TMID01420
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

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

Template



## SMART FASHION RECOMMENDATION

Fashion applications have seen tremendous growth and are now one of the most used programs in the e-commerce field. The needs of people are continuously evolving, creating room for innovation among the applications. Having an AI program that understands the algorithm of a specific application can be of great aid. We are implementing such a chat bot, which is fed with the knowledge of the application's algorithm and helps the user completely from finding their needs to processing the payment and initiating delivery.

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

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📋

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

📋

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

📋

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article ➔

Define your problem statement

Unavailability of chatbots that are interactive enough to navigate the user to do whatever they want. The amount of toll a user has to go through to look for a product they desire for. Need for a more User-friendly Interface. The main aim of the project is to develop a smart chat-bot that is able to understand the needs of the user and recommend products of desire.

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.

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

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

10 minutes

**VISHNU PRIYA A**

- User Friendly Web Application
- High performance
- Secure user payments
- Instant product results based on preferences

**SHALINI K**

- High resolution images for each product
- Reduce user navigation
- High resolution images for each product
- Instant product results based on preferences

**SANGEETHA S**

- High performance
- Secure user payments
- Instant product results based on preferences
- Well-defined product description and its available categories

**SUDARESHWARI S**

- High resolution images for each product
- Reduce user navigation
- High resolution images for each product
- Instant product results based on preferences

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**Group 1**

- Instant product results based on preferences
- Integrate of intelligent chat-bot
- User Friendly Web Application
- Secure user payments

**Group 2**

- High resolution images for each product
- Reduce user navigation
- Instant product results based on preferences
- Well-defined product description and its available categories

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're added your mural.

## Step-3: Idea Prioritization

### 4 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

**TIP**

Participants can use lasso cursors to point at where sticky notes should go on the grid. The lasso cursor can confirm the spot by using the laser pointer holding the H key on the keyboard.

**After you collaborate**

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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**Quick add-ons**

- Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural

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**Keep moving forward**

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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