

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID29080
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.

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Dayanithi S - 421319104003  
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**2**

**Brainstorm**

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

10 minutes

Parameshwaran VK

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 Adithyayan.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

6 levels of ideas  
Ideas should get closer without any difficulty or cost, which requirements are most important?

Feasibility

6 levels of ideas  
Ideas should get closer without any difficulty or cost, which requirements are most important?