

Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID24032
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization :

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.




Reference: <https://www.mural.co/templates/empathy-map-canvas>


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




Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

 **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


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

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

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.


[Open article](#) →







1
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.

 5 minutes

PROBLEM

How might we [your problem statement]?

**Key rules of brainstorming**
To run a 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

TIP

You can insert a sticky note and let the panel switch to sketch if you don't start drawing.

zubairEasy
Buyonline
tracking

Chatbot

Suggestion
for user
need**aravind**24x7
shoppingCustomer
satisfactionEasy
DeliveryLive
Chat
services**sheriff**Discount &
OffersShop
AssistantEasy Price
Comparisonprovide
latest stock**nawfal**size chart
providereal time
experiencereview of
productsFree
shipping

3

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 can break it up into smaller sub-groups.

🕒 20 minutes

Group idea24x7
service

delivery

Location

Buy
easy

Chat bot

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

