

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	14 November 2022
Team ID	PNT2022TMID51760
Project Name	Smart Fashion Recommender Application
Maximum marks	4 marks

**1**

Smart Fashion Recommender Application  
solving the users problems in purchase Online shopping

5 minutes

How might we [your problem statement]?

**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.

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Manoj Ashithyan A - 42139104026  
Dayanthi S - 42139104003  
Muhun Raj M - 42139104018

**2**

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

10 minutes

Parameshwaran VK	Dayanthi S
Trending Designs clothes	Shop with Assistant
Discounts & Offers	Cash on Delivery
Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking
	Save Time
	All size of clothes
	24/7 Shopping
	Home Delivery
	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

Feasibility

Regardless of how important, what ideas are more feasible than others? (Cost, time, effort, complexity, etc.)