

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	01 November 2022
Team ID	PNT2022TMID43850
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.

2

Brainstorm

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

10 minutes

Parameshwaran.V.K

Trending Designs clothes

Shop with Assistant

Discounts & Offers

Cash on Delivery

Manoj Adhithyan.A

Easy Price Comparison

Easy to send gifts

Online Tracking

Dayanithi.S

Save Time

All size of clothes

24/7 Shopping

Home Delivery

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

Feasibility

Each of these ideas should get some feedback, which would move the ideas further up the grid.