

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |                                       |
|---------------|---------------------------------------|
| Date          | 19 September 2022                     |
| Team ID       | PNT2022PMID36267                      |
| 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 focus.
- 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.VK         | Dayanithi.S                          |
|--------------------------|--------------------------------------|
| Trending Designs clothes | Shop with Assistant                  |
| Discounts & Offers       | Cash on Delivery                     |
| Save Time                | All size of clothes                  |
| 24/7 Shopping            | Home Delivery                        |
| Manoj Adithyan.A         | Mahesh Raj.M                         |
| Easy Price Comparison    | Easy to send gifts                   |
| Online Tracking          | Online Tracking                      |
| 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**  
A score of three stars (★★★) will get ideas without any difficulty or cost, which is considered the most important.