

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	22 October 2022
Team ID	PNT2022TMID38260
Project Name	Smart Fashion Recommender Application

### Brainstorm & Idea Prioritization

**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.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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**praveen**

10 minutes

**saravanan**

Trending Designs clothes	Shop with Assistant
Discounts & Offers	Cash on Delivery

**praveen**

Easy Price Comparison	Easy to send gifts
Online Tracking	Online Tracking

**sairam & laxmanan**

Save Time	All size of clothes
24/7 Shopping	Home Delivery

**Govarathan**

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 their importance, which ideas are most feasible (most relevant, clear, time, effort, complexity, etc.)