

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID38912
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

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.

Parameshwaran VK - 421319104021  
Manoj Achithyan A - 421319104016  
Dayanithi S - 421319104003  
Mohan Raj M - 421319104018

**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	Save Time	All size of clothes
Discounts & Offers	Cash on Delivery	24/7 Shopping	Home Delivery
Manoj Achithyan A		Mohan Raj M	
Easy Price Comparison	Easy to send gifts	Reviews of Products	Shopping via the internet saves time
Online Tracking	Online Tracking	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**  
8 points in these rules could get ideas without any difficulty or none, which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which ideas are most feasible from present (Good, Some, others, completely, etc.)