

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID45735
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

10 minutes

Problem

How might we (our primary stakeholders)?

Key ideas of brainstorming

To cut an overhead and customer issues

- Easy to track
- Easy to go with items
- Order updates
- Order to delivery
- On the website
- Applicable for all

2

Brainstorm

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

10 minutes

Jayalakshmi.S

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

pavithra.M

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

Sarathy.P

- Easy Price Comparison
- Easy to send gifts
- Online Tracking
- Online Tracking

Vanitha.M

- Reviews of Products
- Shopping via the internet saves time
- No need to travel
- Free shipping

3

Prioritize

Your team should agree on the items (based on what's important) marking. Ranked from your ideal on the priority (what's most important) and what is a feasible.

10 minutes

Feasibility

Importance

10 minutes

10 minutes