Ideation Phase
Brainstorm & Idea Prioritization Template

TEAM ID	PNT2022TMID32325
DATE	27 October 2022
PROJECT NAME	SMART FASHION RECOMMENDER APPLICATION
MAXIMUM MARKS	4 MARKS

Brainstorm & Idea Prioritization Template:

Brainstorm is a process that involves the team member to think creative process and leads to problem solving
Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions

Step-1: Team Gathering, Collaboration and Select the Problem Statement

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ **5 minutes**

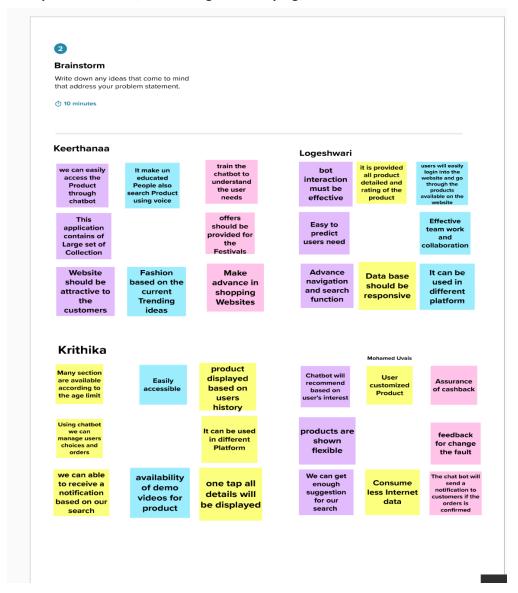**PROBLEM**

Smart fashion recommender application-market for fashion are getting inceasingly overwhelmed with volume,veriety and production

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕐 10 minutes

Keerthanaa

we can easily access the Product through chatbot	It make un educated People also search Product using voice	train the chatbot to understand the user needs
This application contains of Large set of Collection		offers should be provided for the Festivals
Website should be attractive to the customers	Fashion based on the current Trending ideas	Make advance in shopping Websites

Logeshwari

bot interaction must be effective	it is provided all product detailed and rating of the product	users will easily login into the website and go through the products available on the website
Easy to predict users need		Effective team work and collaboration
Advance navigation and search function	Data base should be responsive	It can be used in different platform

Krithika

Many section are available according to the age limit	Easily accessible	product displayed based on users history
Using chatbot we can manage users choices and orders		It can be used in different Platform
we can able to receive a notification based on our search	availability of demo videos for product	one tap all details will be displayed

Mohamed Uvais

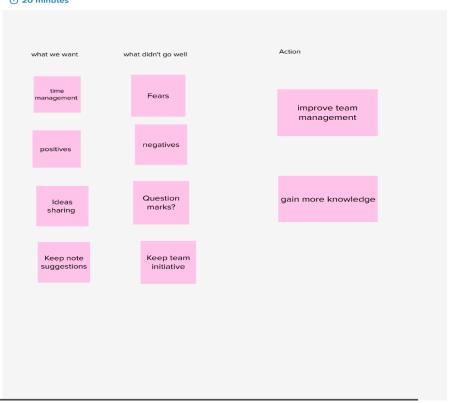|		
Chatbot will recommend based on user's interest	User customized Product	Assurance of cashback
products are shown flexible		feedback for change the fault
We can get enough suggestion for our search	Consume less Internet data	The chat bot will send a notification to customers if the orders is confirmed

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕐 **20 minutes**

what we want

what didn't go well

Action

time management

Fears

improve team management

positives

negatives

gain more knowledge

Ideas sharing

Question marks?

Keep note suggestions

Keep team initiative

Step-3: Idea Prioritization

4

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**

user will easily
login into the
website and go
through the
products avaliable
on the website

it can quickly
response to
the users
request

user friendly
interface

Easily
accessible

Reduce the
users time

bot
interaction
must be
effective

it can be
used in
different
platforms

Easy to
predict user
needs

it can be
used in
different
platforms

data's of user's
should be
saved in the
cloud storage