


IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION

Date	19 September 2022
Team ID	PNT2022TMID08681
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

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



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1

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

On e-commerce platforms, there are numerous choices available. An efficient recommendation system is required to sort, order and efficiently convey relevant product required for the customer.

Key rules of brainstorming

To run a smooth and productive session:

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

10 minutes

TEAM LEAD SIDHESWAR



TEAM MEMBER 2-JISHOLIN



TEAM MEMBER 1-
THENNILAVAN



TEAM MEMBER-3 RAKUL



3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

15 minutes

TIP
You can use the Voting session tool above to focus on the strongest ideas.

USER INTERFACE



FEATURES



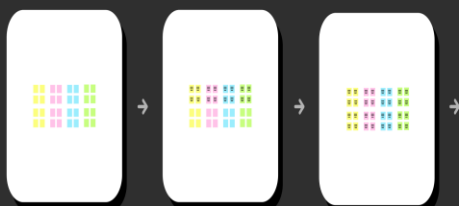
CHATBOT



SENDGRID



ADVANTAGES



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

