

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	9 November 2022
Team ID	PNT2022TMID33116
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization:

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

Template



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

## Brainstorm & idea prioritization

**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 Define your problem statement**  
To build a new innovative solution through which a user can directly do their online shopping based on their choice without any search by using a chatbot.

🕒 5 minutes

**PROBLEM**  
How might we build a smart fashion recommender application that comes with a chatbot?

**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

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

10 minutes

Person 1

Offers are notified to user's mail

Various Collections for men and women

Secured payment

Trendy and quality products on board

Person 3

Chatbot which saves time

Recommendation based on previous orders

Appealing user interface

Filters for user convinence

Person 2

User reviews are valued

Payment options: COD/Netbanking/UPI-BHIM

Recommendations are based on user's interest

Voice search facility in chatbots

Person 4

Coupons generated on birthdays

Shipping to remote areas

Flexible return Policy

Detailed description of each product

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Chatbot

Chatbot which saves time

Voice search facility in chatbots

User's Benefits

Flexible return Policy

Filters for user convinence

Coupons generated on birthdays

Offers are notified to user's mail

Payment

Payment options: COD/Netbanking/UPI-BHIM

Secured payment

## 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

