

IDEATION PHASE

Brainstorm & Idea Prioritization Template

Date	5 October 2022
Team ID	PNT2022TMID31098
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

Problem

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Order judgement
- Listen to others
- Go for volume
- If possible, be visual

2

Brainstorm

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

⌚ 10 minutes

Trending Designs clothes

Shop with Assistant

Discounts & Offers

Cash on Delivery

Easy Price Comparison

Easy to send gifts

Online Tracking

Online Tracking

Save Time

All size of clothes

24/7 Shopping

Home Delivery

Reviews of Products

Shipping via the internet saves time

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

If each of these ideas could get some support and feedback, which ideas would be most important?