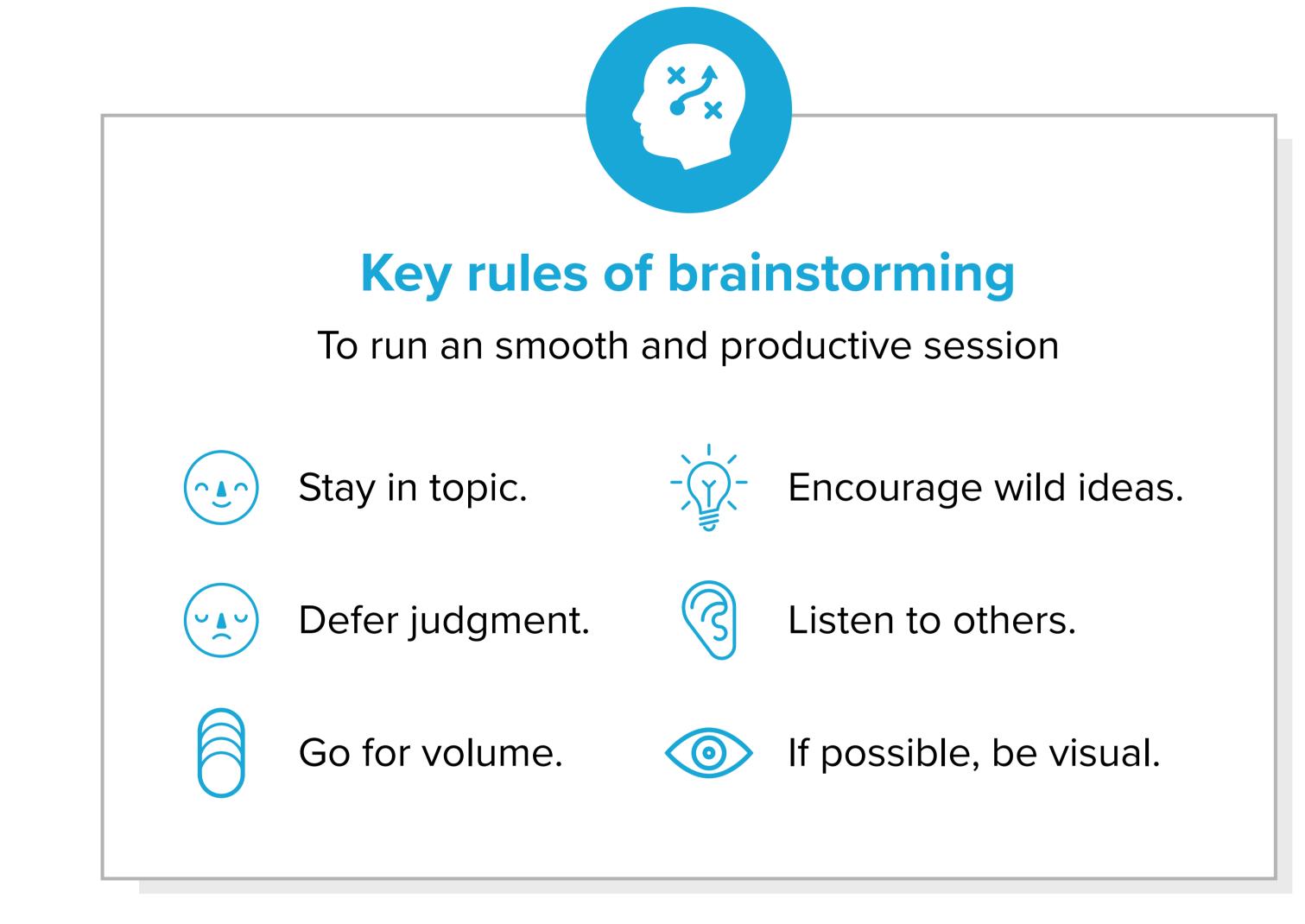


## Define your problem statement

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

The problem statement for optimizing flight booking decisions through machine learning price predictions is that the current process of booking flights can be overwhelming and confusing for travelers, with a multitude of flight options and prices to consider. This can make it difficult for travelers to make informed decisions about when and where to book flights, and often leads to overspending or missed opportunities for deals. By leveraging machine learning algorithms to predict flight prices and optimize the booking process, we can help travelers make more informed decisions and achieve their travel goals while saving time and

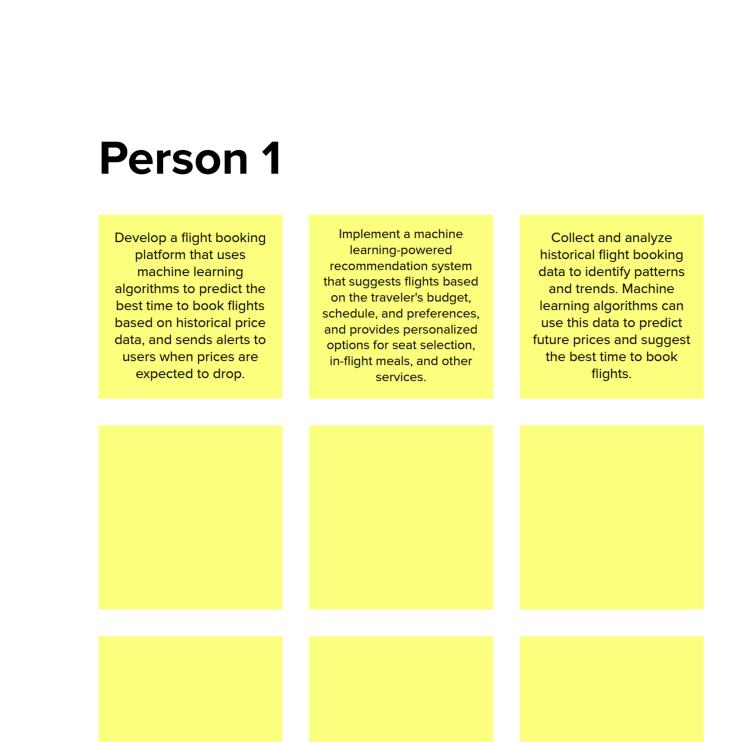


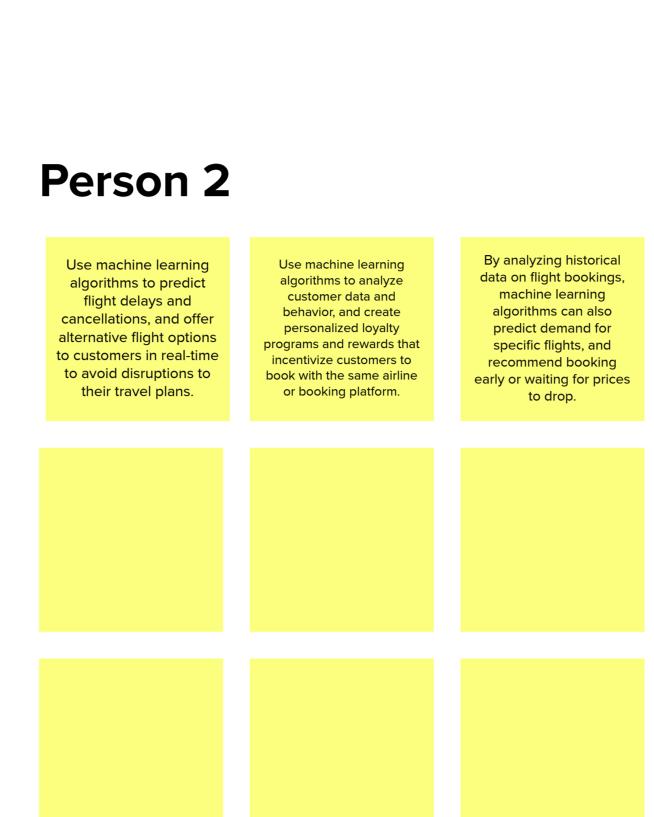


## Brainstorm

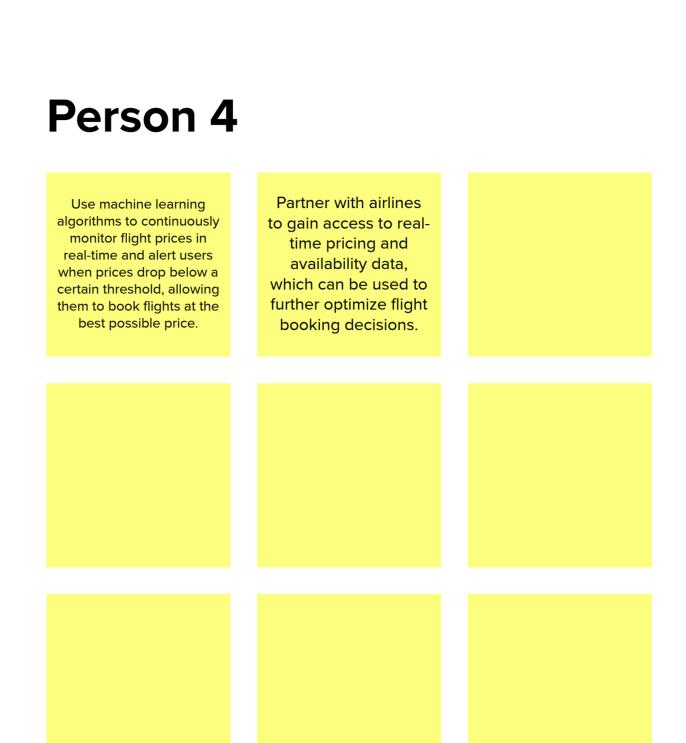
Write down any ideas that come to mind that address your problem statement.

① 10 minutes











## 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.

① 20 minutes

Develop a mobile app that Use machine learning uses machine learning algorithms to predict the best time to book flights and offers personalized recommendations for flights, hotels, and activities based on the traveler's preferences and budget.

algorithms to analyze customer data and provide language processing and personalized promotions machine learning to assist and rewards that incentivize customers during the flight customers to book flights booking process, answering and travel with a particular their questions and

airline or booking platform. providing real-time support.

Develop a chatbot or virtual

assistant that uses natural

Use machine learning algorithms to predict flight delays and cancellations, and offer alternative flight options to customers in real-time to avoid disruptions to their travel

Implement a machine learning-powered recommendation system that suggests flights and history, preferences, and competitor pricing. behavior.

Develop a machine learning-powered pricing system that offers dynamic pricing for flights, taking travel packages based on into account factors such as the traveler's past booking demand, seasonality, and

Use machine learning algorithms to analyze social media data and provide insights into travel trends, customer sentiment, and preferences to inform marketing and business strategy.

These group ideas focus on leveraging machine learning to provide personalized and optimized travel experiences for customers, while also streamlining the booking process and reducing costs for airlines and booking

① 20 minutes

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.

