

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|----------------------------|
| Date | 28 th June 2025 |
| Team ID | LTVIP2025TMID49754 |
| Project Name | FlightFinder |
| Maximum Marks | 4 Marks |


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that 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.

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.

Reference: <https://www.mural.co/templates/brainstorm-and-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


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

How might we [your problem statement]?



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

Gather 2–8 participants (students, users, teammates). Share the problem statement and any user insights or empathy maps beforehand.

 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

- Add a "Guest Booking" option to speed up checkout.
- Display flight availability (e.g. "3 seats left", "Only today's deal").
- Include student and senior citizen discount filters.

Person 2

- Implement smart flight search with city/airport auto-suggestions.
- Offer video previews of destination cities.
- Add a "Flight + hotel Bundle" option.

Person 3

- Enable users to get alerts for sold-out or waitlisted flights.
- Add a "Flights Under \$5000" quick filter.
- Show trending destinations by season or location.

Person 4

- Provide real-time flight status and delay alerts.
- Let users post travel reviews and rate airlines.
- Offer AI-based travel suggestions based on history.

Person 5

- Simplify booking to 2 steps max.
- Offer reward points or cashback on bookings.
- Let users filter flights by fastest arrival or fewest layovers.

Person 6

- Highlight eco-friendly airlines and options.
- Allow comparison between fare classes.
- Integrate WhatsApp for booking confirmation.

Person 7

- Add "Share Trip" option for social media.
- Include an "Ask Airline" chatbot for queries.
- Allow saving multiple traveler profiles.

Person 8

- Introduce a clerk mode for night-time travel planning.
- Provide curated flight lists (e.g., "Best for Weekend Getaways").
- Enable offline access to e-tickets and itinerary.

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 can break it up into smaller sub-groups.

 20 minutes

Person 4

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

