

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	31 January 2025
Team ID	LTVIP2026TMIDS77573
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	4 Marks

Brainstorming was conducted by the team to identify innovative project ideas suitable for a Generative AI internship. The objective was to explore real-world problems where AI could provide practical and scalable solutions. All team members actively contributed ideas related to AI, automation, and user convenience.

During the session, multiple ideas were discussed, evaluated, and expanded collaboratively. The team focused on selecting a project that demonstrates Generative AI capabilities, solves a real problem, and is feasible within the internship timeline.

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.

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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.
- 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.

🕒 30 minutes

Tip

You can select a sticky note below and it's a sticky start drawing the next one.

Kommu Pravallika (Team Leader)	Karanam Durga Prasad (Team Member)	Srihari Seerapu (Team Member)
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Srihari Seerapu (Team Member)	Sree Naga Gayatri Charishma (Team Member)	Sree Naga Gayatri Charishma Bhupatiraju (Team Member)
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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

Person 4
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Tip
Add a sentence-like topic to sticky notes that hold similar ideas. If a cluster is bigger than six sticky notes, try to break it up into smaller sub-groups.

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

