

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

The screenshot shows the 'Brainstorm & idea prioritization' template. On the left, there's a sidebar with a lightbulb icon and some basic info: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'. The main area has three columns:

- Before you collaborate:** A brief preparation section with a timer icon (10 minutes).
- Define your problem statement:** A step with a timer icon (5 minutes). It includes a box labeled 'PROBLEM' with the placeholder 'How might we [your problem statement]?'
- Key rules of brainstorming:** A summary of rules with icons: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⌚ 30 minutes

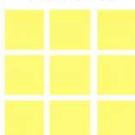
Tip

You can select a sticky note below and draw it to start drawing the next one.

Kommu Pravallika
(Team Leader)



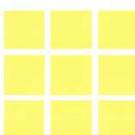
Karanam Durga Prasad
(Team Member)



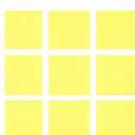
Srihari Seerapu
(Team Member)



Srihari Seerapu
(Team Member)



Sree Naga Gayatri
Charishma
(Team Member)



Sree Naga Gayatri
Charishma Bhupatiraju
(Team Member)



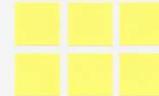
3

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

Step-3: Idea Prioritization



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

