Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18th June 2025
Team ID	LTVIP2025TMID20428
Project Name	FlightFinder
Mentor Name	Dr Shaik Salma Begam
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

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 flights with low emissions.
- Allow comparison between fare types (Basic, Flex, Premium).
- Integrate WhatsApp for booking updates and boarding reminders.

Person 7

- Add "Share Trip" option with friends/family.
- Include an "Ask Airline" or chatbot for support.
- Allow saving multiple traveler profiles (for family bookings).

Person 8

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

Step-2: Brainstorm, Idea Listing and Grouping

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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

TIP

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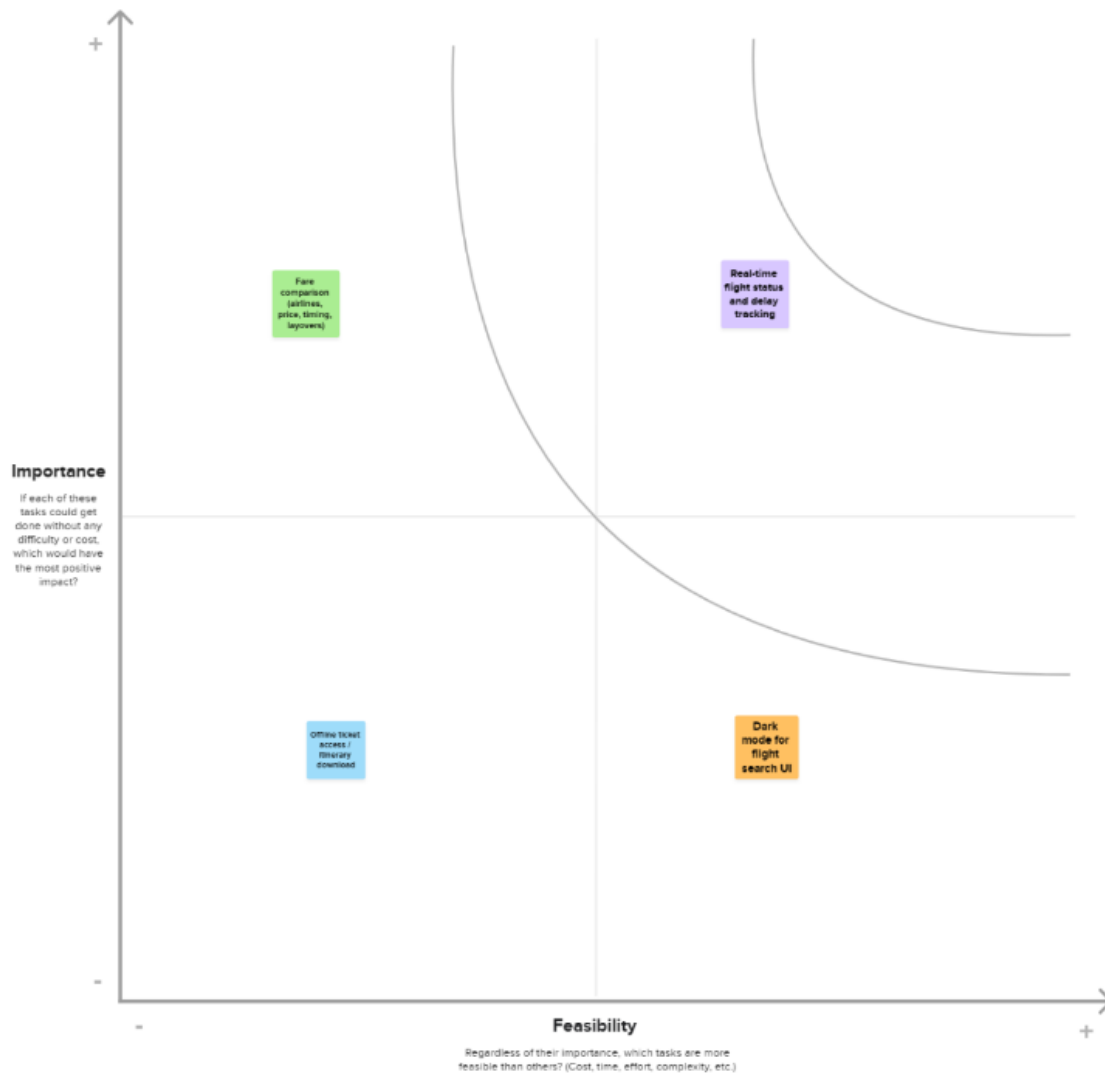
Prioritize

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

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Fare comparison (airlines, price, timing, layovers)

Real-time flight status and delay tracking

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Offline ticket access / itinerary download

Dark mode for flight search UI

Feasibility

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Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Step-3: Idea Prioritization

Idea Overview:

The Flight Finder App is a web-based application developed using the MERN (MongoDB, Express.js, React.js, Node.js) stack. It allows users to search for available flights based on location, date, and other filters, view details, and make bookings.

Prioritization Criteria:

Idea/Feature	Impact	Feasibility	Priority

Idea/Feature	Impact	Feasibility	Priority
Real-time flight search via API	High	Medium	High
User login and authentication	High	High	High
Admin panel for managing flights	Medium	Medium	Medium
Booking history and payment integration	High	Medium	High
Rating & feedback system	Medium	Low	Low

Reasoning:
The real-time flight search and user authentication were prioritized due to their direct impact on user experience and core functionality. While additional features like rating systems add value, they were placed in lower priority due to complexity and limited initial need.