

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS52031
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
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

The screenshot shows the 'Brainstorm & Idea Prioritization' template from Mural. The interface is divided into several sections:

- Template Sidebar:** On the left, there's a vertical sidebar with a blue header labeled 'Template'. It features a lightbulb icon and the title 'Brainstorm & idea prioritization'.
- Preparation Section:** This section includes:
 - A circular icon with a lightbulb and wavy lines.
 - The title 'Brainstorm & idea prioritization'.
 - A brief description: '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.'
 - Timing: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.
- Before you collaborate:** A step with a blue circle icon. Description: 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' Duration: '10 minutes'.
- Define your problem statement:** A step with a blue circle icon. Description: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' Duration: '5 minutes'.
- PROBLEM:** A box containing the 'How might we' statement: 'How might we enable travelers and travel agencies to quickly create personalized, detailed travel itineraries using AI based on destination, duration, and user preferences?'.
- Key rules of brainstorming:** A box with a blue circle icon. Description: 'To run a smooth and productive session'. Rules:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.
- Need some inspiration?**: A small box with a grid of colorful icons representing various ideas or concepts.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

3 Group ideas

Tote 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 can break it up into smaller sub-groups.

20 minutes

AI-generated personalized itinerary	Input destination, days, nights	Daily travel schedule generation	User preferences input	Customization options	Budget planning
Tourist attraction recommendations	Travel tips & safety guidelines	Support for travel agencies	Tourist attractions	Hotels/accommodation	Travel tips & safety
Budget-friendly planning suggestions	Customization of itinerary	Streamlit web interface	AI processing of inputs	Automatic Itinerary generation	Content generation
Content for travel blogs/websites	Export or download itinerary	Copy/share itinerary option	Streamlit web interface	Export/download option	Copy/share itinerary



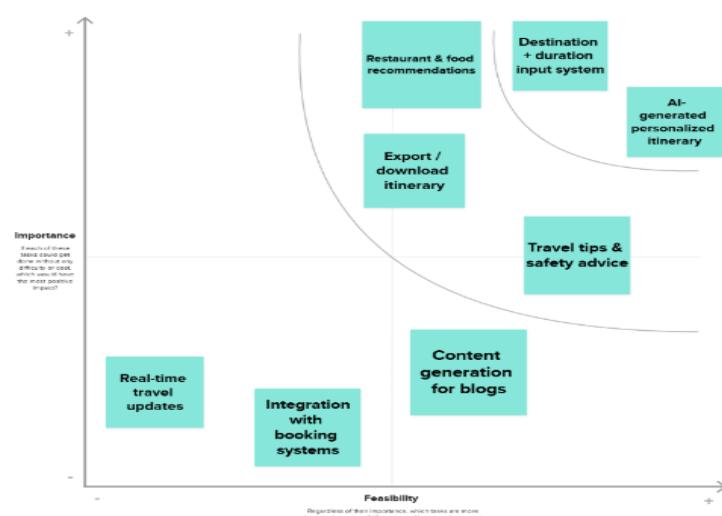

Step-3: Idea Prioritization

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: You happen to have those sticky notes from the previous step? Just place them on the grid. The facilitator can use a highlighter to mark the best ideas, leaving the **W** key on the keyboard.





After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful!

Quick add-ons

- Share the mural**: Share a link to the mural with administrators to keep them in the loop about the outcomes of the session.
- Export the mural**: Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

-  **Strategy insights**: Define the components of a new idea or strategy. [Open the template →](#)
-  **Customer experience journey map**: Understand customer needs, motivations, and obstacles for an experience. [Open the template →](#)
-  **Strengths, weaknesses, opportunities & threats**: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template →](#)