

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

Template



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

- 1 Team gathering
Define who should participate in the session and send an invite. Share relevant information at pre-work ahead.
- 2 Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3 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 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

To run a smooth and productive session

- 🗨️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗒️ Go for volume.
- 👁️ If possible, be visual.



Need some inspiration?

See a featured version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

TIP You can choose a word and generate ideas around it by clicking on the word in the brainstorming tool.

AI-generated personalized itinerary

Input destination, days, nights

Daily travel schedule generation

Tourist attraction recommendations

Travel tips & safety guidelines

Support for travel agencies

Budget-friendly planning suggestions

Customization of itinerary

Streamlit web interface

Content for travel blogs/websites

Export or download itinerary

Copy/share itinerary option

3 Group Ideas

Take 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

TIP Add a sentence-like label to each cluster to make it easier to find. You can also add a sentence-like label to each cluster to make it easier to find.

User preferences input

Customization options

Budget planning

Tourist attractions

Hotels/accommodation

Travel tips & safety

AI processing of inputs

Automatic itinerary generation

Content generation

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 Participants can also share a sticky note to put it in a cluster. The facilitator can confirm the cluster by clicking the button and then clicking the ID 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 edit-ons

- Share the mural: Share a view link to the mural with stakeholders to help 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 decks, or save to your drive.

Keep moving forward

- Strategy blueprint**
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](#)