

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	09 June 2025
Team ID	LTVIP2025TMID59290
Project Name	FlightFinder: Navigating Your Air Travel Options
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 & 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  
👤 4-Members

#### 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.

[Open article](#) →

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#### Define your problem statement

Travelers often struggle with complex, time-consuming flight booking processes that lack personalization and clarity. Our goal is to build a smart, user-friendly web application that simplifies flight discovery and booking while catering to individual travel needs.

🕒 5 minutes

PROBLEM

**FlightFinder: Navigating Your Air Travel Options**



#### Key rules of brainstorming

To run an smooth and productive session

😊 Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ 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.

🕒 10 minutes

**TIP**  
You can select a sticky note and hit the 'perfect' (check) icon to select, don't just draw!

#### Person 1

- Developed RESTful APIs for user, flight, bookings, and admin features using Node.js and Express.
- Connected MongoDB Atlas to store and manage flight and user data securely.
- 1 Built Frontend in React and integrated it with backend APIs for real-time booking flow.

#### Person 2

- User Profile Personalization with saved preferences (class, meals, airlines).
- Loyalty Program Integration that tracks points and shows exclusive deals.
- Interactive Seat Map with real-time seat availability and comfort indicators (like legroom).

#### Person 3

- 1 Multi-city Booking Option for complex travel plans in a single booking.

#### Person 4

- Smart Filters to sort flights by shortest duration, cheapest fare, and direct flights.
- One-Tap Rebooking for previously booked or favorite flights.

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

#### Person 1

#### Person 2

These tags will help you **organize and browse** your Mural by grouping ideas

#### Person 3

#### Person 4

## Step-3: Idea Prioritization

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### 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 use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

