

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	16 June 2025
Team ID	LTVIP2025TMID21111
Project Name	FlightFinder:Your-Gateway-to-Seamless-Air-Travel.
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.



### Flightfinder: Navigating your Air Travel Options

**Before you collaborate**

Read the following points before contributing to the FlightFinder project:

- 1 Understand the Vision: Review the problem statement and goals. Understand the target users (e.g., travelers, agencies).
- 2 Set the goal: Build an expansive and user-friendly flight booking platform that allows users to search, filter, and book flights easily, with an admin panel for managing flights and future scope for real-time data, payments.
- 3 Learn how to use the facilitation tools: Use tools like Mirogrid, GitHub, and Google Docs to streamline planning, design, and development for the FlightFinder app.

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**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.

problem

How might we help users find and book the right flight with ease?

**Key rules of brainstorming**

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

## Step-1: Team Gathering, Collaboration and Select the Problem Statement

## Step-2: Brainstorm, Idea Listing and Grouping

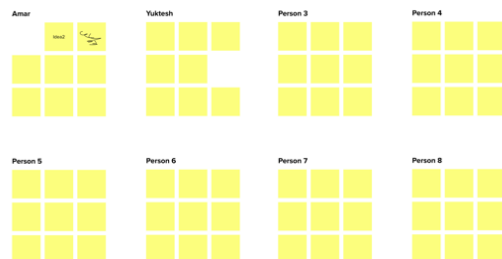
2

### Brainstorm

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

10 minutes

**TIP**  
You can select a sticky note and hit the pencil icon to sketch (or to start drawing)



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

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

## 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

