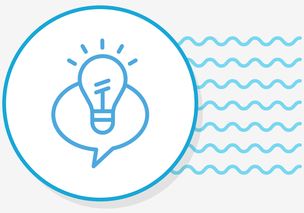
Template



# 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

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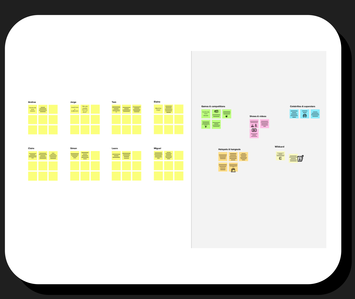

**Need some inspiration?**

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

Open example →

## 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

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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 →

1

## Define your problem statement

Flight delays cause inconvenience for both airline companies and passengers. They cause a decrease in efficiency, an increase in capital costs, reallocation of flight crew and aircraft, and additional crew expenses and require the consumption of extra labour, capital, and other inputs necessary in the process. Other impact of flight delay can be a risk which represents dissatisfaction of passengers and their loss in time.

PROBLEM

**Developing a Flight Delay Prediction Model using Machine Learning**

### 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.

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 [switch to sketch] icon to start drawing!

### Shanmuga priya R

Having a flight backup always

Considering all the quantitative things and using a mathematical formula to predict

By plain intuition

Using a tracker for prediction

### Sangeetha S

Using complex algorithms for prediction

Considering the technical issues that may arise and predict

Considering circumstances like traffic, weather and predicting the delay

Using statistics

### Saranyaa M

Using probability for prediction

Enquiring the pilot

Based on the weather forecasting analysis the flight delay can be predicted

Estimate prediction based on the route(via place) a flight takes

### Shruthi Ranjani j

Processing the data existing manually and choose which occurs more frequently

Using simple algorithm for prediction

Calculate delay ratio using terms Sum of all flights that have been delayed and the total number of flights made at the origin

Exceeding the maximum takeoff weight (MTOW) of flight and the captain will give order to unload baggage. An unplanned extra step that will cause a delay.

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 and break it up into smaller sub-groups.

20 minutes

BASED ON FACTORS THAT MAY LEAD TO DELAY

Considering all the quantitative things and using a mathematical formula to predict

Considering the technical issues that may arise and predict

Based on the weather forecasting analysis the flight delay can be predicted

Considering circumstances like traffic, weather and predicting the delay

Using simple algorithm for prediction

Having a flight backup always

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MATHEMATICS

Using probability for prediction

Using statistics

Calculate delay ratio using terms Sum of all flights that have been delayed and the total number of flights made at the origin

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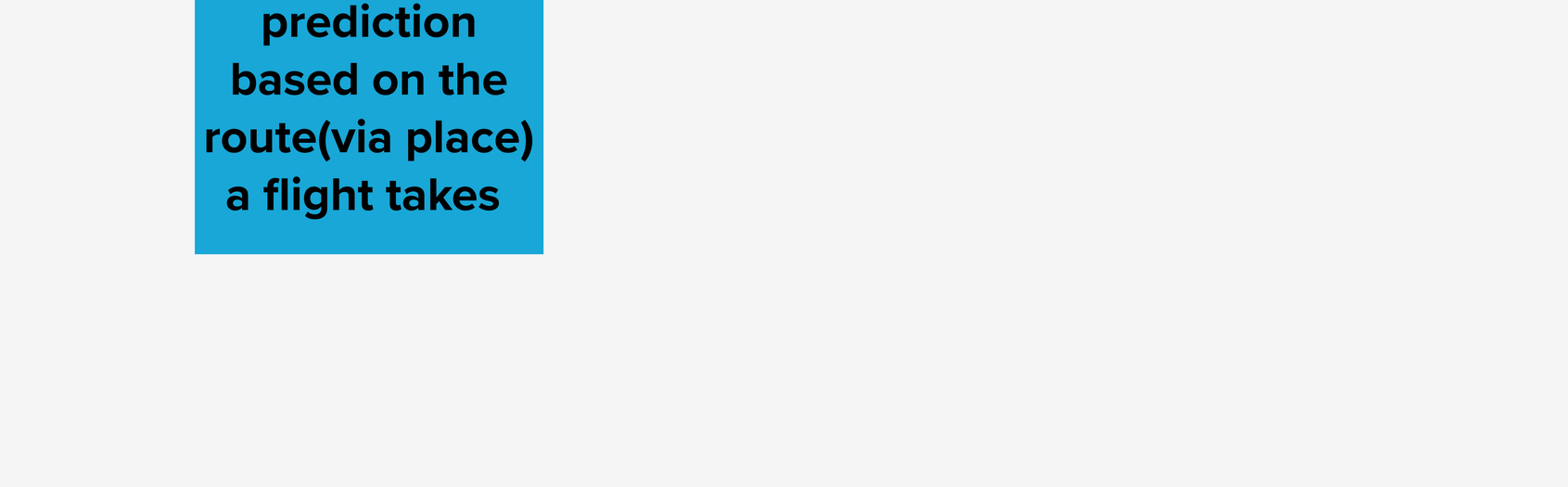

4

## 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

### Importance

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

Using probability for prediction

Using statistics

Calculate delay ratio using terms Sum of all flights that have been delayed and the total number of flights made at the origin

Considering the technical issues that may arise and predict

Considering all the quantitative things and using a mathematical formula to predict

Using simple algorithm for prediction

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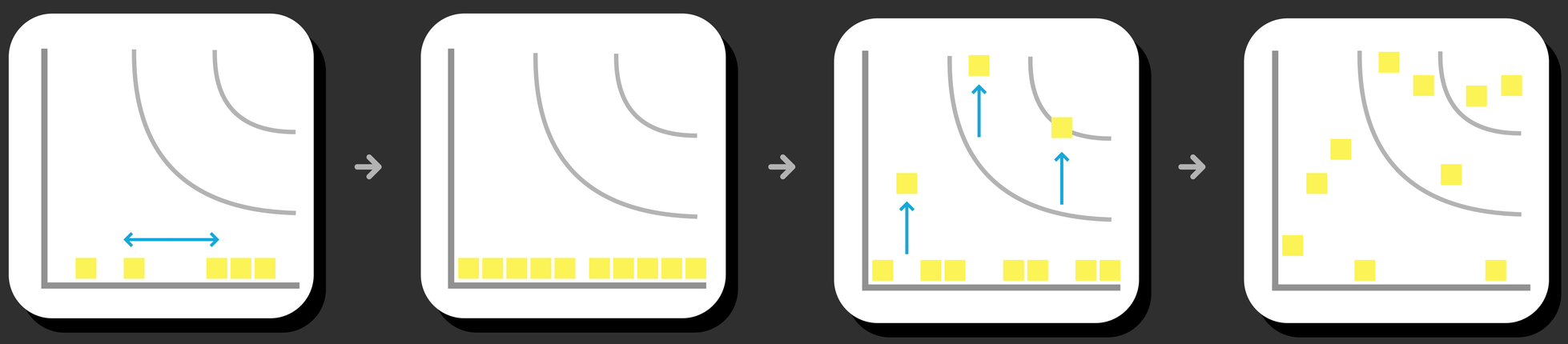
By plain intuition

Having a flight backup always

Estimate prediction based on the route(via place) a flight takes

### Feasibility

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



## 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

A **Share the mural**
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **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 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 →

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