

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID22160
Project Name	AIRLINES DATA ANALYTICS FOR AVIATION INDUSTRY
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/empathy-map-canvas>

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
👥 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

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.

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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.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping.

Saranya R

Passengers safe Departure	Departure in correct location	Airport details in clear understanding to the passengers
Passenger's feasibility to airport		

Tippani Lavanya

Unique Identification Country code and ID	GPS code of respective airports will be defined to all passengers	Latitude and longitude will be notified to passengers regularly
Details of elevation levels of flight during travel to the airport		

Priyadharshini T

Dealing of countries categorization	Identification of country name	Dealing with region name
Unique local codes for easier identification by Passenger		

Deepalakshmi L

Boolean value of scheduling services to airport	Avoiding plane crash by unique service scheduling	In case international travel continent's name, id and details would be provided
Regression details using machine learning techniques.		

Step-3: Idea Prioritization

