

## IDEATION PHASE

### BRAINSTORM & IDEA PRIORTIZATION TEMPLATES

Date	2 NOVEMBER 2022
Team ID	PNT2022TMID22116
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

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#### 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.

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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 an 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:**

**HARISHANKARI. M**

Prevent from plane crashing by specific service.		Identify the unique country details
	Security for passengers safe departure	
Specific local coders for easier identification by passengers		Airports to be specified to the passengers using GPS

**MATHIVATHANII. R**

To better customer service		Installing high quality product in airplanes
	Advanced aircraft display systems	
Virtual passengers safety system		Automatic safety system

**SOWJANYA. B**

Follow up with passengers protection		Manual checkup on airport and aircraft
	Measurement of automated fuel-efficient alert	
Detail about regression details		Reduced queue time and check in counter

**VEENA KUMARI**

Automated aircraft inspection using data analytics		Automated artificial intelligence conducting robot speciality
	Keep track on the controls, alerts, signals, etc	
Longer developed engines		Dealing with region name

### 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

