Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID28566
Project Name	Airline Data Analytics for Aviation Industry
Maximum Marks	4 Marks

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**

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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1 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

The airport codes may refer to either the IATA airport code, a three-letter code that is used in passenger reservation, ticketing and baggage-handling systems, or the ICAO airport code which is a four-letter code used by ATC systems and for airports that do not have an IATA airport code.

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.

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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!

Lokesh V

Solomon Sagayam D j

Ashwin P

Albin Felix A

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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.
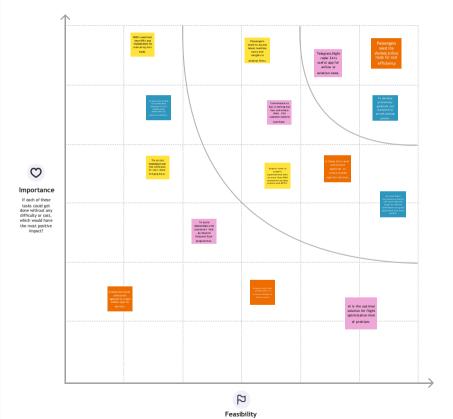
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4 Prioritize

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?

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

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

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.

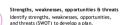### Keep moving forward

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 →