

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID36222
Project Name	Project - Developing a Flight Delay Prediction Model using Machine Learning
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


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





#### 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](#) →

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 problem statement aims to predict the flight delay which helps the passengers to know the arrival time of flight. This prediction is based on the departure time. Passenger gets frustrated to wait without knowing the delay time.





#### Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

#### 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 edit it, or hit the trash icon to delete it.



3

**Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

**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

