Project - Airlines Data Analytics for Aviation Team ID -PNT2022TMID38820

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

① 10 minutes

the brainstorming session.

session. Here's what you need to do to get going.

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.

PROBLEM

reservation, ticketing and baggage-

do not have an IATA airport code.

♠ 5 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

Use the Facilitation Superpowers to run a happy and productive session. Open article →

Learn how to use the facilitation tools

Key rules of brainstorming

To run an smooth and productive session

Encourage wild ideas.

Stay in topic.

Defer judgment.

Listen to others

Go for volume. If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

VAHID ALI .M

10 minutes

sketch] icon to start drawing!

You can select a sticky note and hit the pencil [switch to

HEMANATHAN V

NISAR AHAMED K

ASHIK T





















Group ideas

20 minutes

Add customizable tags to sticky

notes to make it easier to find,

categorize important ideas as

themes within your mural.

browse, organize, and

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.



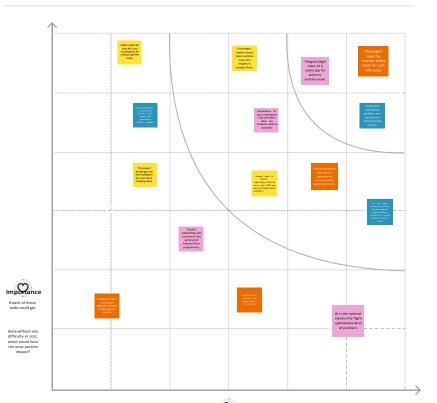






Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes





You can export the mural as an image or pdf to share with

members of your company who might find it helpful.

A Share the mural

Quick add-ons

After you collaborate

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

Share template feedback



time EVs and stableating for maintaining for

Feasibility Share template feedback Regardless of their importance, which tasks are more

f				
e a				
i				
l e				
t				
h a				
n				
t h				
e r				
s ?				
(
C .				
t t				
,				
i m				
e ,				
e				
f				
o r				
c o				
m P				
l e				
× i				
У				
e				
t c				
;				