

## Ideation Phase

### Brainstorm & Idea Prioritization

|               |  |
|---------------|--|
| Date          | 18 October 2023                        |
| Team ID       | 592974                                 |
| Project Name  | Airline Review Classification using ML |
| Maximum Marks | 4 Marks                                |

## Brainstorm & Idea Prioritization:

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Step-1:Team Gathering, Collaboration and Select the Problem Statement

Brainstorming for Airline Review Classification using ML

## Brainstorm & idea prioritization

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2 people: Krishna & Ishan

### 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

Krishna Purwar  
Ishan Tripathi

#### B Define the outlines for the project

Getting the overview & steps we will work on during the project.

#### C Learn how to use the facilitation tools

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

[Open article](#) →

### Problem statement

How might we create a robust airline review classification system using machine learning and a web app interface to help airlines extract valuable insights from user-generated content, thereby enhancing their services and passenger satisfaction?

🕒 5 minutes

#### PROBLEM

**How might we create a robust airline review classification system using machine learning and a web app interface to help airlines extract valuable insights from user-generated content, thereby enhancing their services and passenger satisfaction?**

#### Key rules of brainstorming

To run an 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

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**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.

Krishna Purwar

Data Collection Strategy

Model Selection and Hyperparameter Tuning

Privacy and Ethical Consideration

Ishan Tripathi

Data Preprocessing and Cleaning

Scalability Planning

Interpretability Techniques

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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize and categorize important ideas as themes within your mural.

Feature Extraction and Sentiment Analysis

User Feedback Integration

Evaluation Metrics and Model Performance Analysis

Proper Documentation

Web App Development

Privacy and Ethical Considerations

## 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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

