Ideation Phase
Brainstorm & Idea Prioritization
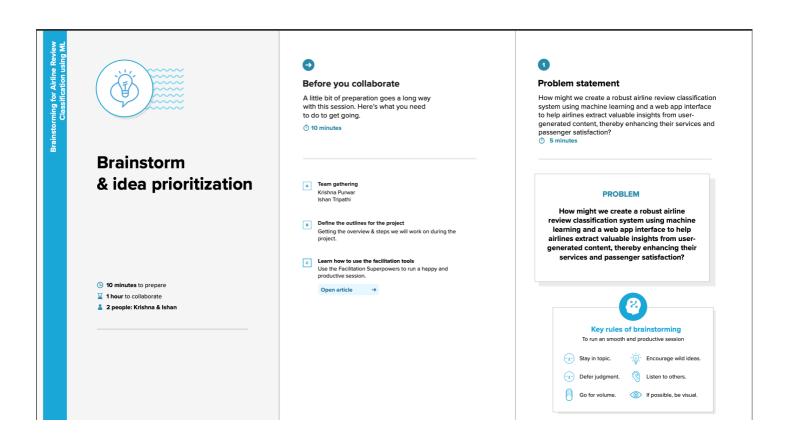
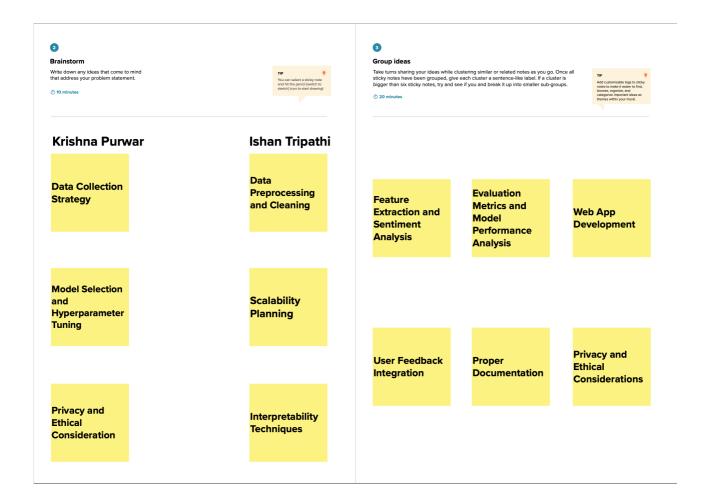| Date	18 October 2023
Team ID	592974
Project Name	Airline Review Classification using ML
Maximum Marks	4 Marks

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ 10 minutes

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Krishna Purwar

Data Collection Strategy	
Model Selection and Hyperparameter Tuning	
Privacy and Ethical Consideration	

Ishan Tripathi

Data Preprocessing and Cleaning	
Scalability Planning	
Interpretability Techniques	

Feature Extraction and Sentiment Analysis	Evaluation Metrics and Model Performance Analysis	Web App Development
User Feedback Integration	Proper Documentation	Privacy and Ethical Considerations

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**

+

Feature Extraction and Sentiment Analysis

Data Collection Strategy

Model Selection and Hyperparameter Tuning

Data Preprocessing and Cleaning

Web App Development

Proper Documentation

Evaluation Metrics and Model Performance Analysis

Privacy and Ethical Consideration

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

User Feedback Integration

Privacy and Ethical Considerations

Interpretability Techniques

−

−   **Feasibility**   +

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)