




# 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

## Ideation Phase

|                          |   |
|--------------------------|---|
| Date                     | 16.03.2023  |
| Team ID and Team Members | <div>NM2023TMID16606</div> <ul style="list-style-type: none"><li>Jannathul Hapsha F</li><li>Athithraya R</li><li>Sowmiya K</li><li>Udhayachitra S</li></ul> |
| Project Name             | Optimizing Flight Booking Decisions Through Machine Learning Price Predictions  |



# 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

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

**B**

## Set the goal

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

**C**

## Learn how to use the facilitation tools

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

[Open article](#) 

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## Flight price prediction 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 Statement

**The goal of the problem is to create a predictive model that can accurately forecast the price of a flight ticket ,**



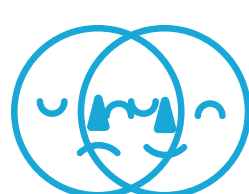
### Key rules of brainstorming

To run an smooth and productive session

Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



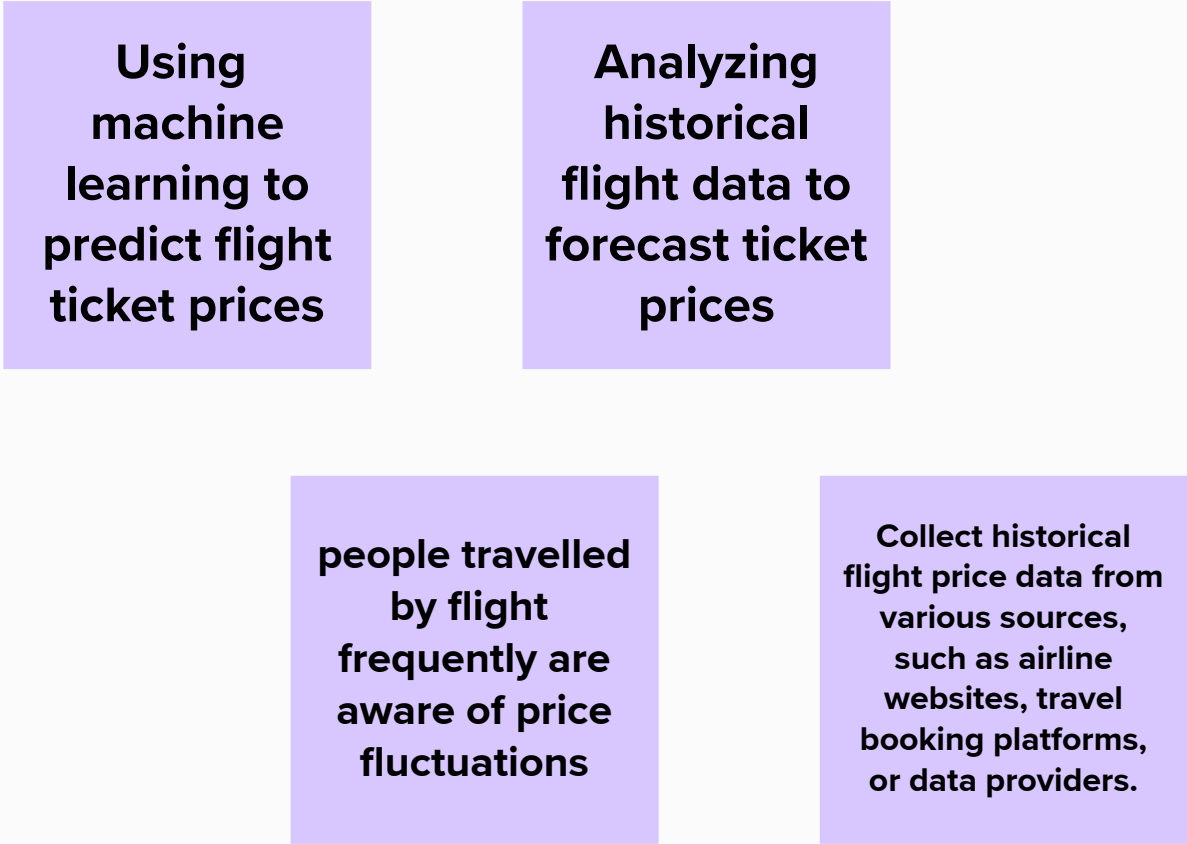
If possible, be visual.

Brainstorm

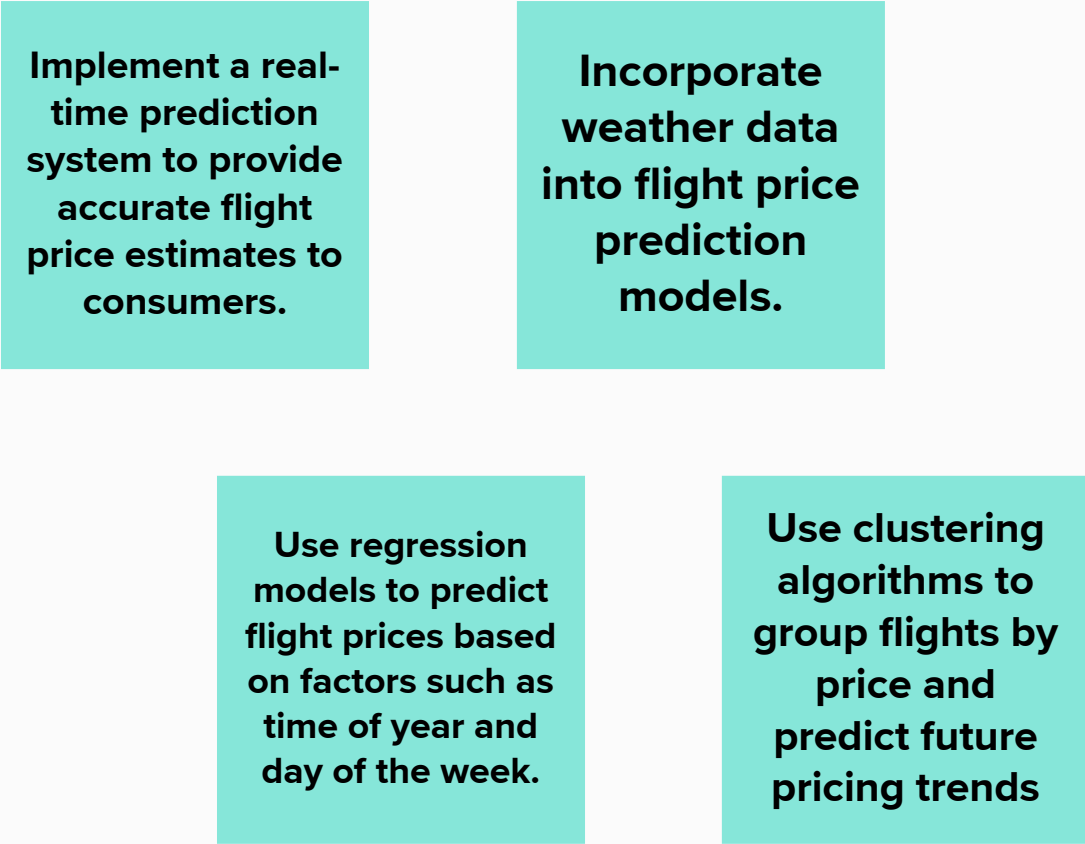
Flight price prediction using machine learning

🕒 10 minutes

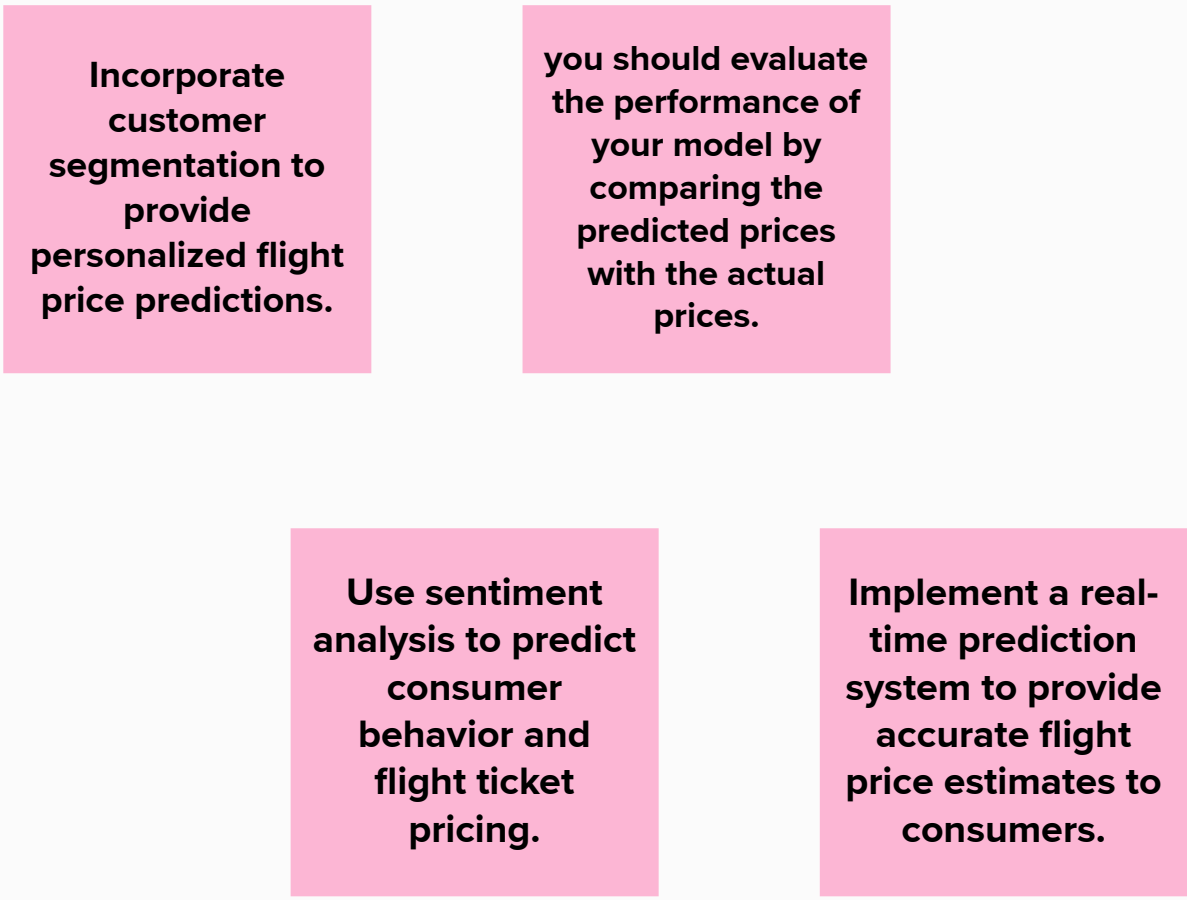
Jannathul Hapsha



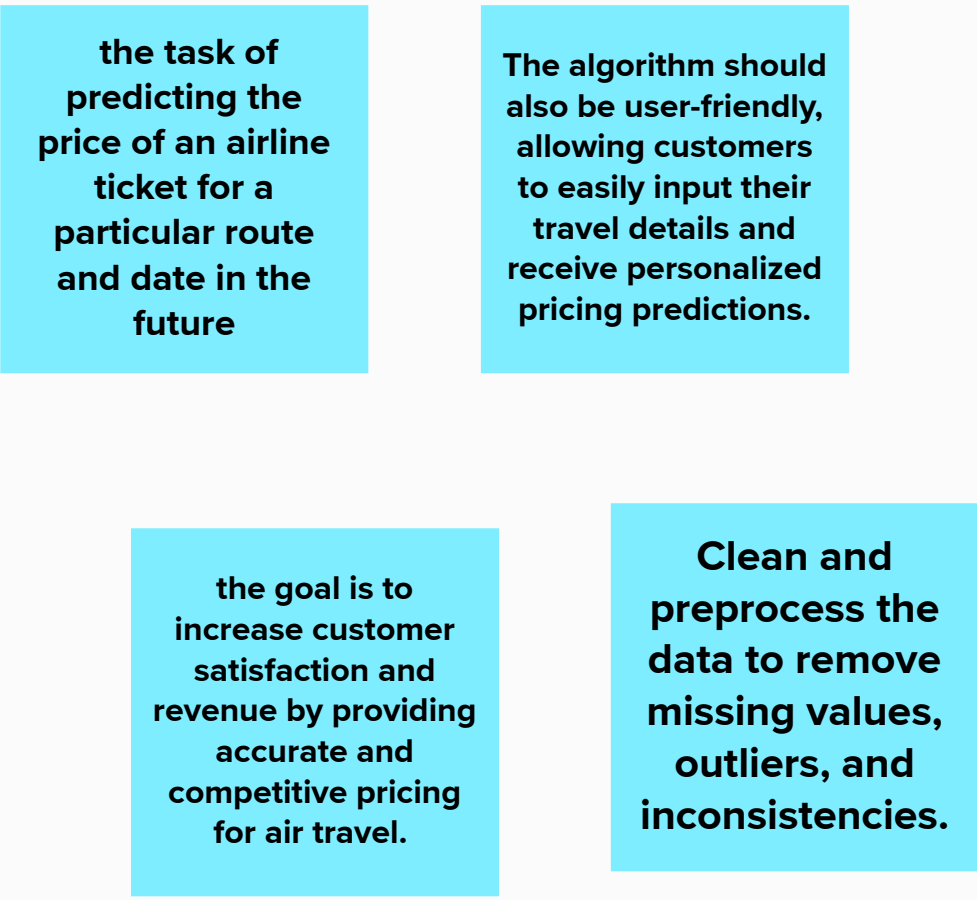
Athithraya



Sowmiya



Udhayachitra





## 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

### Identify the objective

The objective of flight price prediction is to forecast the cost of air travel. This can be useful for airlines to optimize their pricing strategy, for travel agencies to help their customers make informed decisions, and for individual travelers to plan their trips more efficiently.

### Determine the data sources

The data sources for flight price prediction can include historical flight prices, airline data, weather data, economic indicators, and other relevant information.

### Choose the features:

The features are the variables that will be used to predict the flight prices. These can include departure and arrival locations, departure and arrival dates, flight duration, airline, time of day, day of week, and more.

### Define the target variable:

The target variable is the variable that we are trying to predict. In this case, it is the price of the flight.

### Determine the approach:

There are different approaches to flight price prediction, such as machine learning, statistical models, and time series analysis. The approach you choose will depend on the specific requirements of your problem and the available data.

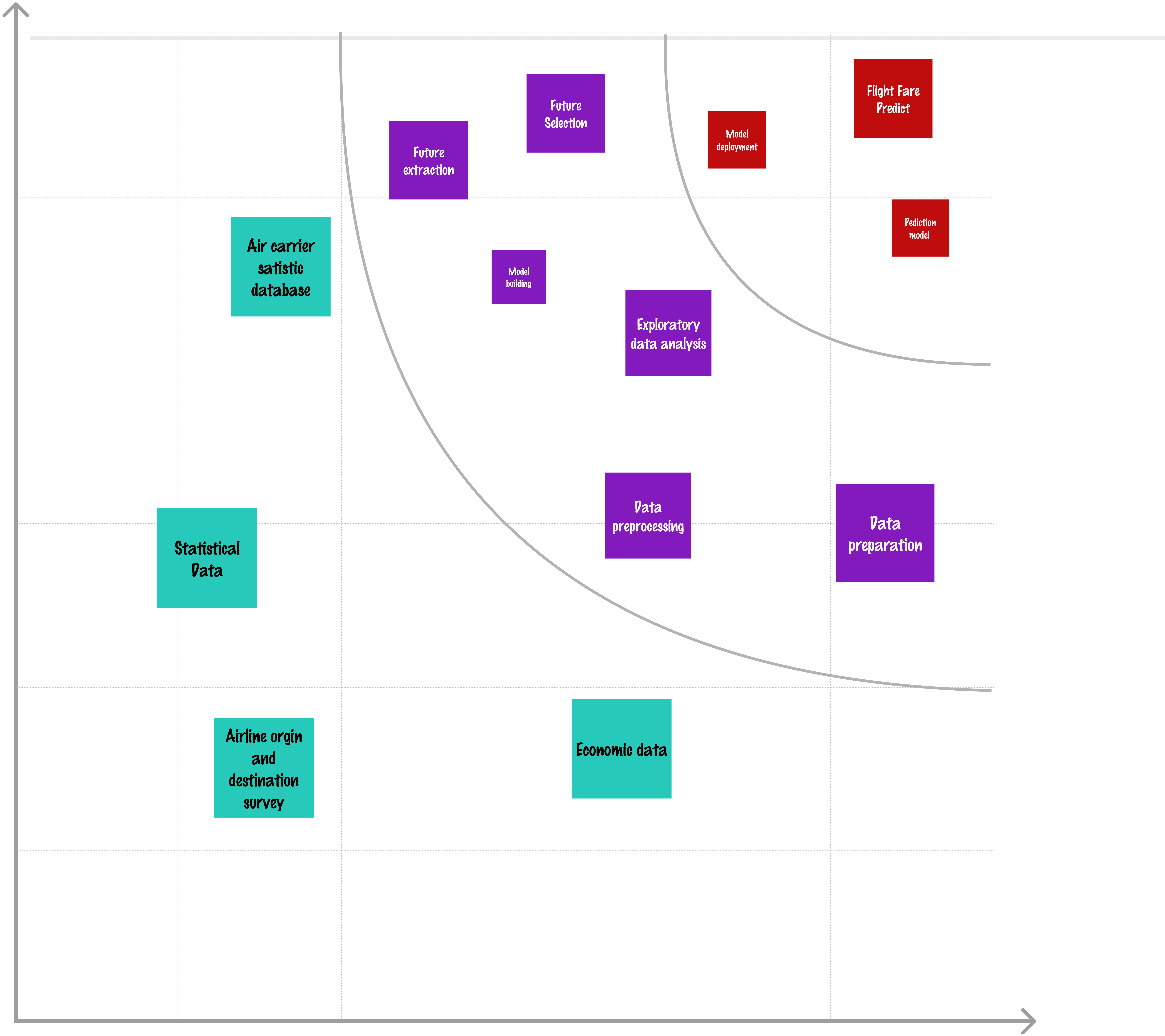
### Evaluate the performance

Finally, you should evaluate the performance of your model by comparing the predicted prices with the actual prices. This will help you identify any errors or inaccuracies and improve the accuracy of your predictions.

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





# 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.

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## Quick add-ons

- A

**Share the mural**  
**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.

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## 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 →](#)

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