

Brainstorming – Idea Generation – Prioritization Template

| Idea # | Raw Idea | Category |
|--------|---|------------------------|
| 1 | Build a responsive web platform for mobile and desktop | Frontend Development |
| 2 | Use third-party APIs for real-time flight data | API Integration |
| 3 | Integrate payment gateway with success/failure callbacks | Payment & Transactions |
| 4 | Enable user sign-up using social logins (Google, Facebook) | Authentication |
| 5 | Send booking receipts via email and SMS | Notifications |
| 6 | Admin dashboard for managing flights and generating reports | Admin & Analytics |

| | | |
|---|---|--------------------------|
| 7 | Use machine learning to recommend cheaper routes | AI/ML Feature (optional) |
| 8 | Add filter options (airline, duration, price, etc.) | Search Optimization |

| | |
|---------------|---|
| Team ID | LTVIP2025TMID57633 |
| Project Title | Flight finder: navigating your air travel options |

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

Problem Statement Selected:

Users face fragmented and time-consuming flight booking experiences. They lack a unified, user-friendly platform that allows seamless flight comparison, booking, payment, and history management.

Step 2: Brainstorm, Idea Listing and Grouping

Step 3: Idea Prioritization

| Idea # | Feasibility (Low/Med/High) | Impact (Low/Med/High) | Priority (Low/Med/High) |
|--------|-------------------------------|--------------------------|----------------------------|
| 1 | High | High | High |
| 2 | High | High | High |
| 3 | Medium | High | High |
| 4 | Medium | Medium | Medium |
| 5 | High | High | High |
| 6 | Medium | High | High |
| 7 | Low | Medium | Low |
| 8 | High | High | High |