

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS35850
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	4 Marks

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

In the initial phase of the Explore with AI project, the team comes together to align on goals, roles, and expectations. The focus is on understanding the challenges of travelers and travel agencies face in planning personalized itineraries.

Key activities:

- Build a collaborative environment for sharing ideas and insights.
- Conducted brainstorming sessions to explore pain points in travel planning, such as information overload, difficulty in personalizing itineraries, and time-consuming research.
- Identified a **relevant, meaningful, and user-centered problem statement**.
- For example:
"Travellers and agencies need an easy way to generate personalized, detailed travel itineraries without spending hours on research and planning."

Outcome: A clear problem statement that guides the design and development of Explore with AI, ensuring the team is aligned and committed to solving a problem that truly matters to users.

The screenshot displays a digital template for a brainstorming session. On the left, there's a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below the title, a note says: "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." It also specifies preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

The main content area is divided into three vertical columns:

- Before you collaborate:** A section titled "Before you collaborate" with a note: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a timer icon and "10 minutes". Below this are three steps: "Team gathering", "Set the goal", and "Learn how to use the facilitation tools". Each step has a small icon and a brief description.
- Define your problem statement:** A section titled "Define your problem statement" with a note: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a timer icon and "5 minutes". To the right, there's a box containing the placeholder text "How might we [your problem statement]?".
- Key rules of brainstorming:** A section titled "Key rules of brainstorming" with a note: "To run an smooth and productive session". It lists six rules with corresponding icons:
 - 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

Once the problem statement is defined, the team moves into ideation to explore potential solutions for Explore with AI.

Key activities:

- Brainstorm a wide range of ideas for the app, including features such as:
 - AI-generated daily itineraries with attractions, dining, and tips
 - User input customization (interests, travel duration, activity types)
 - Exportable itineraries (PDF, text)
 - Integration with travel blogs or local guides
- Encourage all ideas, no matter how big or small.
- Documented and group ideas in a shared space to visualize feature clusters and solution approaches.

Outcome: A comprehensive list of potential features and functionalities for Explore with AI, categorized into themes like **user customization**, **AI automation**, and **content generation**.

The image shows two side-by-side screenshots of a digital whiteboard application used for idea gathering and grouping.

Left Screenshot (Step 2: Brainstorm):

- Header:** Step 2: Brainstorm
- Instructions:** Write down any ideas that come to mind that address your problem statement.
- Timeline:** 10 minutes
- TIP:** You can select a sticky note and hit the pencil icon to edit it.
- Content:** Eight columns labeled Person 1 through Person 8, each containing a grid of yellow sticky notes. The first column (Person 1) has one note labeled "Seed".

Right Screenshot (Step 3: Group Ideas):

- Header:** Step 3: Group Ideas
- Instructions:** 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 can break it up into smaller sub-groups.
- Timeline:** 20 minutes
- TIP:** Add customizable tags to sticky notes to make it easier to find, known, organic, and categorized important notes in themes within your mind.
- Content:** An empty whiteboard area where clusters of notes from the brainstorming phase would be organized.

Step-3: Idea Prioritization

After gathering and grouping ideas, the team prioritizes features and solutions to focus on the **highest value and most feasible elements** for Explore with AI.

Key activities:

- Evaluated ideas based on **user impact**, **feasibility**, and **development effort**.
- Used prioritization techniques such as:
 - **MoSCoW Method** (Must Have, Should Have, Could Have, Won't Have)
 - **Impact vs. Effort Matrix**
 - **Dot Voting** or team consensus
- Decided which features to implement first, such as:
 - Must-Have: Personalized daily itinerary generation
 - Should-Have: Dining and local attraction recommendations
 - Could-Have: Exportable itinerary formats and travel blog integration

Outcome: A focused development roadmap for Explore with AI that maximizes user value while staying realistic within the project timeline. This ensures the team prioritizes features that solve core user problems without overcomplicating the app.

