Ideation Phase
Brainstorm & Idea Prioritization

Date	28 January 2026
Team ID	LTVIP2026TMIDS66282
Project Name	Explore with AI: Custom Itineraries For Your Next Journey
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/brainstorm-and-idea-prioritization

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

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

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**
To design an AI-based system that automatically generates personalized travel itineraries based on user input.

C **Learn how to use the facilitation tools**
Selected tools include Python, Streamlit, and a pre-trained generative AI model (Gemini) for implementing the travel itinerary generator.

Open article →

Define your 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

How might we use generative AI to automate personalized travel itinerary planning efficiently?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

⏱ 10 minutes

Person 1

Integrate Gemini generative AI model using API	Create structured prompt for itinerary generation
Tune temperature and output token settings	Handle AI response formatting

Person 2

Design simple Streamlit interface	Add input fields for destination, days, nights
Add Generate Itinerary button	Display output using text area

Person 3

Validate destination input	Ensure days > 0 and nights ≥ 0
Clean unnecessary spaces in input	Format prompt clearly before sending to model

Person 4

Add budget based itinerary customization	Add PDF export feature
Include travel tips in output	Add multi-language support option

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

AI & Model Integration

Integrate Gemini generative AI model using API	Create structured prompt for itinerary generation	Tune temperature and output token settings	Handle AI response formatting

User Interface Design

Design simple Streamlit interface	Add input fields for destination, days, nights	Add Generate Itinerary button	Display output using text area

Data Validation & Processing

Validate destination input	Ensure days > 0 and nights ≥ 0	Clean unnecessary spaces in input

Future Feature Expansion

Add budget based itinerary customization	Add PDF export feature	Add multi-language support option

Step-3: Idea Prioritization

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

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

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