

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 October 2023
Team ID	7E57793FFBF9531B54647A8EC23F078B
Project Name	Competitive Analysis of Leading Travel Aggregators
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

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.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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**
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](#) ➡

1


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 [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

➡ 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

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Provision of travel warnings and advice

Access to pre-booking, planning and price building services

Person 2

Personalized itineraries, recommendations and offers to the customer. The offers are made after the customer has been identified as a potential customer. The offers are made to the customer after the customer has been identified as a potential customer.

Assistance with travel Insurance

Access to ancillaries, branded fares and fare families

Person 3

Identifying the most suitable countries and the countries that require the most attention to help the customer to make the most of their travel experience.

Person 4

Opens up new roles for consumers and producers

Contributes to new destination configurations

Person 5

Person 6

Person 7

Person 8

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the near pointer tooling on the key on the keyboard.

