

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	2025-03-03
Team ID	Team-145269
Project Name	Flight Finder
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

In today's increasingly connected world, the ability to efficiently manage travel has become more of a necessity than a luxury. Whether for business trips, vacations, or visiting loved ones, travellers and travel providers alike rely heavily on digital platforms to streamline the booking process. However, many existing flight booking solutions fall short when it comes to offering a user-centric, secure, and fully integrated travel management ecosystem.

For airlines and travel agencies, creating and managing flight schedules and bookings often becomes a tedious and fragmented process. Many platforms limit customization, lack intuitive booking management tools, or require a steep technical learning curve — which

discourages travel professionals from fully embracing digital solutions. Additionally, the absence of automated systems for managing passenger information, handling booking modifications, and generating reports makes it difficult for them to scale their operations and maintain service quality.

For customers, the booking experience is often disrupted by complex interfaces, lack of real-time updates, and disconnected information. In the absence of clear flight options, secure payment gateways, and efficient communication channels, travellers tend to experience frustration, resulting in lost bookings and decreased satisfaction.

Administrators, too, face unique hurdles. Managing user accounts, moderating bookings, handling secure payments, and monitoring system performance across a growing user base are essential but complex tasks. Most platforms require separate plugins, manual interventions, or even third-party services to accomplish what should ideally be part of a unified system.

Security is another major concern for both travel providers and travellers. Flight booking platforms often involve sensitive personal information, including passport details, payment data, and travel itineraries. Without built-in security features like encrypted transactions, secure authentication protocols, and role-based access control, users are left exposed to data breaches and fraud.

Given this context, there is a clear and urgent need for a flight booking platform that can bridge these gaps through an integrated, user-friendly, and secure solution. The ideal system should empower travel providers to focus on service delivery, allow customers to book flights with confidence, and equip administrators with tools for seamless operation — all while maintaining robust data privacy, real-time reporting, and customizable workflows.

The Flight Booking System was developed specifically to address these challenges, providing a single, streamlined ecosystem that enhances the booking, management, and administrative experience for modern digital travel.

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



### Brainstorm & idea prioritization

This template is designed to facilitate a comprehensive brainstorming session for developing a robust and user-friendly flight booking system. It outlines key functionalities, advanced features, and technical considerations to help your team generate ideas and define the project scope. Use this template to guide your discussion, ensuring all critical aspects are considered, from core user needs to cutting-edge technologies.



#### Before you collaborate

##### Team gathering

- Identify key stakeholders:
  - Project Manager
  - Developers (Frontend, Backend)
  - UX/UI Designers
  - Business Analysts
  - Quality Assurance Testers
  - Marketing/Sales Representatives
- Schedule a meeting with all stakeholders.
- Choose a comfortable and collaborative environment.
- Ensure all participants have access to necessary tools.

##### Set the goal

- Define the core features and technical requirements for a new flight booking system.
- Identify at least 10 core features, 5 advanced features, and outline the technology stack.
- Communicate the goals to all participants before the session.
- Encourage open and creative thinking.



#### Define your problem statement

##### PROBLEM

The current process of booking flights can be fragmented and complex for users. They often have to navigate multiple websites to compare prices, check flight availability, and manage bookings. This process can be time-consuming, confusing, and frustrating, leading to a poor user experience.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

10 minutes

Person 1

- Single Platform Integration: Consolidate flight search, booking, and management into one platform.
- User-Friendly Interface: Design an intuitive and easy-to-navigate interface.
- Personalized Recommendations: Implement AI-powered recommendations based on user preferences and past travel history.

Person 2

- Real-Time Updates: Provide real-time flight status, gate information, and booking updates.
- Mobile Optimization: Develop a responsive website and dedicated mobile app for iOS and Android.
- Seamless Integration: Integrate with other travel services such as hotels, car rentals, and activities.

Person 3

- Efficient Booking Management: Streamline the process of modifying or canceling bookings.
- Automated Notifications: Send automated booking confirmations, reminders, and updates via email or SMS.
- Comprehensive Reporting: Provide detailed reports on bookings, revenue, and user behavior for business users.

Person 4

- Secure Payment Gateway: Integrate a secure and reliable payment gateway with multiple payment options.
- Customer Support: Offer 24/7 customer support via chat, email, or phone.
- Loyalty Program Integration: Enable integration with existing loyalty programs for earning and redeeming miles.

## 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 laser pointer holding the **H** key on the keyboard.

