

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 January 2026
Team ID	LTVIP2026TMIDS26163
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
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/brainstorm-and-idea-prioritization>

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

Step-1: Define the Problem Statement

Explore with AI: **Custom Itineraries for Your Next Journey**

Individual Project by **Gandi Rajesh**




Define problem statement

Clearly define the problem from the perspective of the individual traeler to better understand his needs and challenges.


- ✓ Analyze the core challenges
- ✓ Break down the problem into key insights
- ✓ Formulate a concise problem statement

- 1 I am** Describe the traveler (e.g., an individual who enjoys exploring new places).
- 2 I'm trying to** Explain the goal of the traveler (e.g. planning a multi-day trip).
- 3 But** Describe the difficulties they face (e.g., struggling to organize activities, food, and hotel options).
- 4 Because** Explain the reason for the problem (e.g., information is scattered across multiple platforms)
- 5 Which makes me feel** Express the emotions (e.g. feeling confused and stressed).



Refined problem statement

Travelers find it difficult to create structured, personalized itineraries due to scattered information across multiple platforms and limited time for planning.



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Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm ideas

Creatively generate idea for features and solutions to address the traveler's problem statement.

- Brain dump initial ideas freely
- Ensure quantity over quality
- Note down individual ideas on digital sticky notes

Brainstorm ideas

AI-Based Solutions

AI
Itinerary
Generator

Chatbot
Assistant

Manual
Itinerary
Builder

Manual
Itinerary
Builder

Brainstorm ideas

Utility Features

PDF
Export

Budget
Calculator



Group and categorize

Categorize ideas by similarity and form feature groups. Distill the ideas into clear feature groups based on their function, such as AI-based, utility-focused, or information-enhancing.



How can you leverage AI & technology to simplify trip planning?
Think of features that could streamline and enhance the travel planning experience.

Group and categorize

AI-Based Solutions

AI
Itinerary
Generator

Budget
Calculator

Utility Features

PDF
Export

Budget
Calculator

Group and categorize

Information Enhancement

Hotel
Recommender

Food
Recommender

Food
Recommender

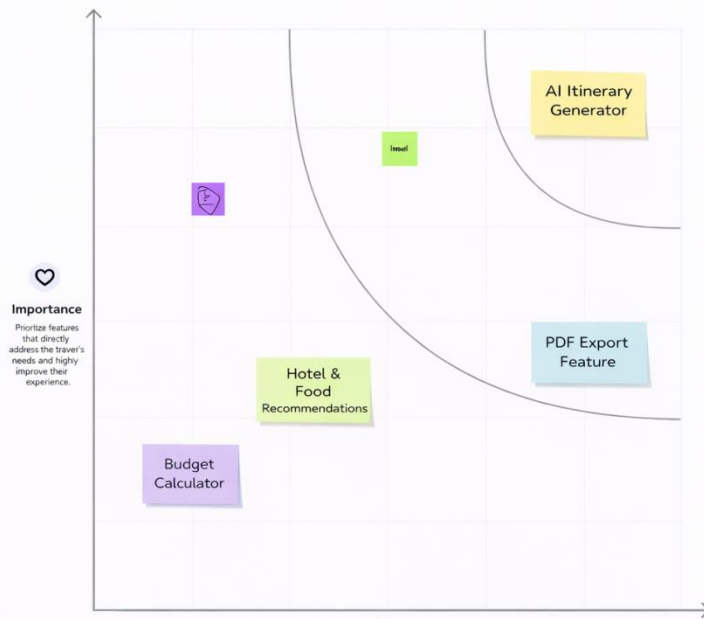
Reserve space for new ideas...

Step-3: Idea Prioritization

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🕒 ~20 minutes



Tip 🌟
High-priority features that rank as both important & easily feasible should be

Focus on features that are easier to develop and integrate into the.