

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

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Individual Project by **Gandi Rajesh**



Define problem statement

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

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

- 1 Break down and define**
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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Refined problem statement

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm ideas	Group and categorize
<p>Brainstorm ideas</p> <p>Creatively generate idea for features and solutions to address the traveler's problem statement.</p> <ul style="list-style-type: none">① Brain dump initial ideas freely② Ensure quantity over quality③ Note down individual ideas on digital sticky notes <p>AI-Based Solutions</p> <div style="display: flex; justify-content: space-around;"><div><p>AI Itinerary Generator</p></div><div><p>Chatbot Assistant</p></div><div><p>Manual Itinerary Builder</p></div><div><p>Manual Itinerary Builder</p></div></div> <p>Utility Features</p> <div style="display: flex; justify-content: space-around;"><div><p>PDF Export</p></div><div><p>Budget Calculator</p></div></div> <p>Group and categorize</p> <p>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.</p> <p>How can you leverage AI & technology to simplify trip planning? Think of features that could streamline and enhance the travel planning experience.</p> <p>AI-Based Solutions</p> <div style="display: flex; justify-content: space-around;"><div><p>AI Itinerary Generator</p></div><div><p>Budget Calculator</p></div></div> <p>Utility Features</p> <div style="display: flex; justify-content: space-around;"><div><p>PDF Export</p></div><div><p>Budget Calculator</p></div></div> <p>Information Enhancement</p> <div style="display: flex; justify-content: space-around;"><div><p>Hotel Recommender</p></div><div><p>Food Recommender</p></div><div><p>Food Recommender</p></div></div> <p>Reserve space for new ideas...</p>	

Step-3: Idea Prioritization

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⌚ ~20 minutes

