

Brainstorming – Idea Generation – Prioritization Template

Team ID	LTVIP2025TMID58532
Project Title	Flight finder: navigating your air travel options

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

Problem Statement Selected:

Users face fragmented and time-consuming flight booking experiences. They lack a unified, user-friendly platform that allows seamless flight comparison, booking, payment, and history management.

Step 2: Brainstorm, Idea Listing and Grouping

Idea #	Raw Idea	Category
1	Build a responsive web platform for mobile and desktop	Frontend Development
2	Use third-party APIs for real-time flight data	API Integration
3	Integrate payment gateway with success/failure callbacks	Payment & Transactions
4	Enable user sign-up using social logins (Google, Facebook)	Authentication
5	Send booking receipts via email and SMS	Notifications
6	Admin dashboard for managing flights and generating reports	Admin & Analytics
7	Use machine learning to recommend cheaper routes	AI/ML Feature (optional)
8	Add filter options (airline, duration, price, etc.)	Search Optimization

Step 3: Idea Prioritization

Idea #	Feasibility (Low/Med/High)	Impact (Low/Med/High)	Priority (Low/Med/High)
1	High	High	High
2	High	High	High
3	Medium	High	High
4	Medium	Medium	Medium
5	High	High	High
6	Medium	High	High
7	Low	Medium	Low
8	High	High	High