

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 March 2023
Team ID	NM2023TMID21262
Project Name	Optimizing Flight Booking Decisions
Maximum Marks	5 Marks


Brainstorm & Idea Prioritization Template:

During this activity, our team members gathered and disguised various ideas to solve our projects. Each member contributed six to ten ideas. After gathering all ideas, we assessed the impacts and feasibility of each point.

Finally, we have assigned priority for each point based on these impact values.

Step 1 Team Gathering, Collaboration and Select the Problem Statement

Template




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

Share template feedback



Need some inspiration?

See a finished version of this template. Update your work.

Open example →

Step 2 Brain Storm, Idea Listing and Grouping



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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

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]?

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!

RESHMA

FLIGHT TICKET PRICE - DEMAND AND SUPPLY MODEL	RECENT DYNAMIC PRICING SCHEME	FLIGHT PRICE BASED ON HISTORICAL DATA
USES REF PRICE FOR CUSTOMERS AS WELL AS AIRLINE SERVICE PROVIDERS	PRICES OF AIRLINE TICKETS ARE INCREASES OR DECREASES BASED ON SCHEDULING, DESTINATIONS OF FLIGHTS	AIRLINES USE COMPLEX POLICIES OF REVENUE MANAGEMENT FOR EXECUTION OF DISTINCTIVE EVALUATING SYSTEMS

MOHAN

AIRLINES ATTEMPT TO CONTROL FLIGHT TICKET COSTS IN ORDER TO MAX PROFITS	MAIN GOAL - AIRLINE COMPANIES IS TO MAKE PROFIT, WHILE THE CUSTOMER IS LOOKING FOR BEST PURCHASE	TASK MODELS USED BY AIRLINES IS DIFFICULT DUE TO GREAT COMPLEXITY
MODELS USED BY AIRLINES SO COMPLEX THE PRICES FLUCTUATE CONSTANTLY	FINANCIAL MARKETING, OPERATIONAL AND RISK MANAGEMENT PLANNING CAPABLE TO PREDICT	MAKE UI USER FRIENDLY

NAGESHWARI

IMPLEMENTED FLIGHT PRICE PREDICTION FOR USERS BY USING KNN DECISION	DEFECTS AS HIGH-LEVEL VIEW OF THE PROJECTS FRAMEWORK'S PRIMARY COMPONENTS	IT WILL INDICATE HOW MANY SPOTS THE FLIGHT STOP OVER ITS JOURNEY
IT HAS OWN LIMITATION IN TERMS OF UNDERLYING ISSUES ESTIMATES AND HYPOTHESIS	INDICATE MEAL IS INCLUDED WITH THE JOURNEY OR NOT	THE STATISTICS ARE INACCURATE FIGURES DUE TO HUMAN MISTAKE AND PAYMENT ERROR

PRAVEEN

RANDOM FOREST SHOWS THE BEST ACCURACY OF 84% FOR PREDICTING THE FLIGHT TICKETS	CORRELATIONS TESTS AND METRICS FOR THE STATISTICAL ANALYSIS	BETTER KNOWLEDGE ON BEST DISCOUNT AND RIGHT TIME TO BUY THE TICKET
FEATURES ARE TAKEN FROM CHOSEN DATAOUT	TESTING MODEL WITH MULTIPLE EVALUATION METRICS	ENTERED INPUT IS ANALYSED BY THE MODEL WHICH IS INTEGRATED

3

Group ideas

Take turns sharing your ideas while sticky notes have been grouped, & bigger than six sticky notes, try an

🕒 20 minutes



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defers judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

sketchable tags to allow a group to return to text, organize, and the important ideas as within your final.



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

