

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID46399
Project Name	Flight Finder
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

Problem Statement: To develop a comprehensive and user-friendly web-based Flight Booking App that simplifies the process of searching, filtering, booking, and managing flight travel, ensuring convenience and efficiency for frequent and occasional travelers alike.



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

➔

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

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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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]?



Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗨️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Ideas: - Frontend: Simple UI for search & booking, filters for direct flights, seat selection with seat map - Backend: Secure login/registration, RESTful APIs, admin panel for flight management - Database: Collections for Users, Flights, Bookings, Admin - Personalization: Save user preferences, booking history, preferred airlines - Security: Integrated payment gateway, secure user data handling - Scenario Design: Built for frequent flyers like John with real-time options - Tech Stack: Node.js, Express.js, React.js, MongoDB, HTML, CSS

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!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
20 minutes

Person 4

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Step-3: Idea Prioritization

High Priority Features: 1. Flight Search & Filter – destination, date, class, airline 2. User & Admin Authentication – secure login and dashboards 3. Seat Selection with UI – visual seat map for selection 4. Integrated Payment Gateway – secure payment system 5. Database Connectivity – MongoDB collections for Users, Flights and Bookings.

Scenario: John books a flight to Paris using the app by selecting preferences like destination, date, class, and airline. He chooses a window seat in business class, pays securely, and receives an e-ticket with itinerary – showcasing the app's .

Overview: This Flight Booking APP is the ultimate digital platform designed to revolutionize the way you book flight tickets. With this app, your travel experience will be elevated to new heights of convenience and efficiency. It allows travelers to effortlessly explore, filter, and book flights that suit their preferences. Whether you're a frequent commuter or an occasional traveler, the app makes finding your perfect journey easier than ever.

Technical Architecture Summary: - Frontend: React.js – User Authentication, Flight Search, Booking UI - Backend: Node.js + Express.js – API endpoints for users, flights, bookings, admin - Database: MongoDB – storing Users, Flights, Bookings collections - Admin Dashboard: Role-based access, manage flights/bookings/users

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

