

Ideation Phase

Brainstorm & Idea Prioritization


Date	16 February 2026
Team ID	LTVIP2026TMIDS89357
Project Name	Explore with Ai: custom itineraries for your next journey
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brain storming helps us identify how Artificial Intelligence can improve travel planning. Many travelers face difficulties in planning trips that match their interests, budget, and time. Our AI-based system will solve this problem by generating personalized travel itineraries automatically.

The system will allow users to enter their preferences such as destination, budget, travel duration, and interests. Based on this input, the AI will recommend suitable places, activities, hotels, and travel schedules. It will also provide smart suggestions, optimize travel routes, and improve overall travel efficiency.

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



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
- 👤 3-8 people recommended

1 Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do

🕒 10 minutes

- ☒ **Team gathering**
Define who should participate the session and send an invite. Share relevant work or pre-work ahead.
- ☒ **Set the goal**
Focus and clarify the problem you'll be focusing on solving in the brainstorming session.
- ☒ **Learn to use the facilitation tools**
Learn the platform or tools to ensure it's a happy and productive session.
[Open software →](#)


2 Define your problem statement

What problem are we trying to solve? Frame your problem in a **How Might We** statement.

🕒 5 minutes

HOOWE

How might we solve [problem statement]?




Key rules of brainstorming

To run an more and productive sesion

- 🔄 Stay on topic
- 🗑️ Encourage wild ideas.
- ⏸️ Defer judgment
- 👂 Listen to others
- 📄 Go for volume
- ✍️ If possible, be visual
- 🗨️ Encourage wild ideas

Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm & Idea prioritization

Explore with AI: custom itineraries for your next journey

3 Brainstorm

Write down any ideas that come to mind that address your problem statement.

20 minutes

AI

Personalized activities

Smart activity logbook

Budget

Timeline

Person A

Person A

Person B

Person C

Person D

Person D

Person E

Person E

4 Group Ideas

30 minutes

Take turns sharing your ideas while clustering similar or **related** notes as you go. After 20-25 minutes, group each cluster of same-colored ideas into 2-4 clusters or bigger themes on sticky notes. Try and see if you can break it up it...

Person A

Person B


Person C

Person D

Person E

AI-generated itineraries tailored to users' preferences over travel dates could be a core feature. Let's make sure the system learns and improves over time.

Step-3: Idea Prioritization



Brainstorm & Idea prioritization

Explore with AI: custom itineraries for your jour ney

5 Prioritize

Your team should all be on same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and 94 which are feasible.

20 minutes

Importance

Potential user impact or value added by project

Feasibility

Expectation of successful and timely implement

low

Personalized itineraries tailored to users' preferences over travel dates could be a core feature. Let's make sure the system learns and improves over time.

high