

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS81651
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	4 Marks

Brainstorming was conducted by the team to identify innovative project ideas suitable for a Generative AI internship. The objective was to explore real-world problems where AI could provide practical and scalable solutions. All team members actively contributed ideas related to AI, automation, and user convenience.

During the session, multiple ideas were discussed, evaluated, and expanded collaboratively. The team focused on selecting a project that demonstrates Generative AI capabilities, solves a real problem, and is feasible within the internship timeline.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The screenshot shows the 'Brainstorm & idea prioritization' template. On the left, there's a circular icon with a lightbulb inside and wavy lines below it. Below the icon, the title 'Brainstorm & idea prioritization' is displayed, followed by a sub-instruction: '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.' At the bottom of this section, there are three icons with time estimates: a clock icon for '10 minutes to prepare', a person icon for '1 hour to collaborate', and a person icon for '2-8 people recommended'.

The main content area is divided into two columns. The left column contains three steps:

- 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.

Below these steps is a blue button labeled 'Open article' with a right-pointing arrow.

The right column contains two sections:

- 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**: A box containing the placeholder text 'How might we [your problem statement]?'.

At the bottom right, there's a summary titled 'Key rules of brainstorming' with six items: 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

2

Brainstorm

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

⌚ 10 minutes

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-label title. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

Siva Sai Bhaskar Sarva (Team Leader)
Perla Velanginiraju
Venkatesh Marreddi

Venkatesh Marreddi
Venkatesh Marreddi
Venugopal Krishna Chellinkula

AI Travel Planner
Product hotel prices
Find local guides
Auto Expense Tracker
Smart Expense Tracker
Limited Travel Tips

AI Blog Writer
Smart Expense Tracker
Limited Travel Tips
Local Guide Finder
AI Travel Planner

Person 4

Tip
Tip

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

Importance
Feasibility

Heart icon
Circle icon

Tip

Tip