Ideation phase

Brainstorm & Idea Prioritization

Date	25-06-2025		
Team Id	LTVIP2025TMID29760		
Project Name	AirLine Management System		
College Name	Ideal Institute Of Technology		

Step 1: Team Gathering, Collaboration, and Problem Statement Selection

To begin the brainstorming session for the Airline Management System project, our team followed a collaborative approach to identify a relevant and impactful problem statement. This foundational step helped ensure that the entire team was aligned on the goal and scope of the system we intended to build.

✓ Activities Involved:

Team Gathering

- Scheduled a virtual meeting using Google Meet.
- All team members were briefed about the purpose of the brainstorming session.

Collaboration Setup

- Created a shared Google Doc for note-taking.
- Used tools like Jamboard and Mural for idea visualization

Discussion and Idea Exchange

Each member shared initial thoughts on current issues in airline systems (e.g., booking delays, crew mismanagement, user complaints).

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- Ideas were recorded on sticky-note-like cells for visibility.

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Finalizing the Problem Statement

After evaluating different perspectives, we agreed on the following problem statement:

√ "How might we design an airline management system that enhances user booking
experience, streamlines airline staff coordination, and reduces customer service delays?"

Key Rules of Brainstorming

© Encourage Wild Ideas

Don't be afraid of crazy or creative ideas — they can spark innovation!

No Criticism

Avoid judging or rejecting any idea during the session. Let ideas flow freely.

☑ Go for Quantity First

The more ideas, the better. Focus on number, not quality at the start.

Build on Others' Ideas

Improve, combine, or expand someone else's suggestion.

2 One Voice at a Time

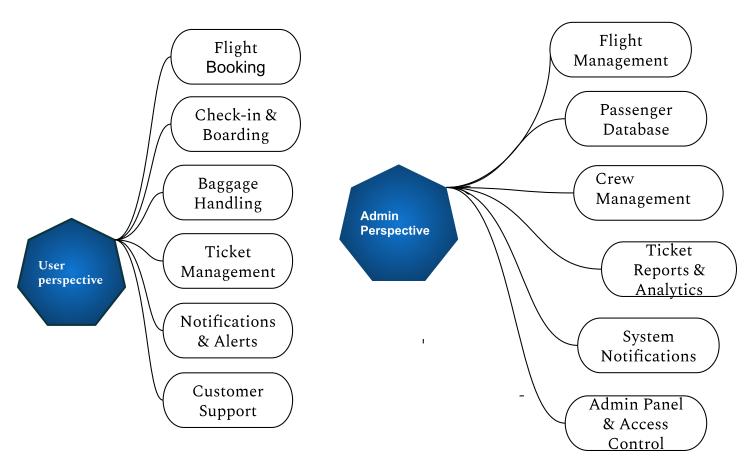
Listen actively and respect each speaker. No interruptions.

Stay Focused on the Topic

Keep the brainstorming aligned with the goal or problem.

Be Visual

Use sticky notes, drawings, mind maps, or digital tools to show ideas clearly.



Step-2: Brainstorm, Idea Listing and Grouping

Objective:

To collaboratively generate a wide range of ideas that address the problem statement in airline management, followed by grouping them into meaningful categories for further analysis and prioritization.

Strainstorming Session Overview

- Participants: Team members from design, tech, and user research
- Method Used: Free thinking + Sticky note listing (physical or digital)
- **Duration:** 30–45 minutes

Step-3: Idea Prioritization

Idea	Impact	Feasibility	Urgency	Priority
Flight Booking System	High	High	High	Тор
Baggage Tracking	Medium	Medium	High	Consider
In-app Chatbot	Low	High	Low	Later
Gate Change Notification	High	High	Medium	Тор

Problem Statement

User Problems:

- Booking delays and confusing app interfaces
- No clear flight status or gate change updates
- Difficulty in cancellations or refunds

Admin Problems:

- Managing flight schedules and staff is time-consuming
- Inadequate data tracking and reporting tools
- Lack of centralized control for notifications or changes

Empathy map

Understanding user needs for a better airline experience

Think & Feel

"Will the flight be delayed?"

"I hope my ticket gets confirmed." Worried about hidden fees or unclear refund policies

Anxious about cancellations or rescheduling

Hear

"Check-in is so slow."

"They don't notify about gate changes."

"Customer care doesn't respond."

"The app crashes too often."



Say & Do

Compare flight prices on different platforms

Post complaints about delays on social media

Keep checking email or SMS for confirmation

Call support or ask staff at airport for help

GAIN

Fast and easy flight booking Transparent pricing and clear policies.Real-time alerts and flight updates.Smooth check-in process with multiple payment options

Empathy Mapping - Overview

Objective:

The goal of empathy mapping is to deeply understand the **passenger's mindset**, **emotions**, **and behavior** during their interaction with the airline services. This helps identify pain points and uncover unmet needs, leading to user-centered solutions.

♀ Ideation Phase – Overview

Objective:

The Ideation Phase focuses on **generating**, **collecting**, **and refining creative ideas** that address the identified problem statement. It bridges the gap between understanding user needs and designing impactful solutions.

Purpose:

- Transform insights from the **Empathy Mapping** and **Requirement Analysis** phases into actionable ideas.
- Encourage open-minded thinking and team collaboration.
- Identify **innovative yet feasible** concepts that align with user pain points and project goals.

Process Involved:

1. Brainstorming

- Team members propose as many ideas as possible without judgment.
- Ideas are documented using sticky notes, digital boards, or lists.

2. Idea Listing

 All raw ideas are gathered and grouped into categories based on functionality, user needs, or technical domains.

3. Idea Grouping

 Similar or related ideas are clustered to identify key themes (e.g., Booking, Support, Notifications).

4. Idea Prioritization

5. Using matrices (Impact vs Feasibility), MoSCoW method, or voting to rank and select the most promising solutions.

Expected Outcome:

- A refined shortlist of high-impact, user-centric ideas ready for prototyping.
- A clear understanding of which ideas are **worth developing further** based on user needs and technical constraints.