

# Ideation Phase

## Brainstorm & Idea Prioritization

Date	28 January 2026
Team ID	LTVIP2026TMIDS65532
Project Name	Explore with AI: Custom Itineraries For Your Next Journey
Maximum Marks	4 Marks


### Brainstorm & Idea Prioritization:

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.

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

### 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

**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**  
To design an AI-based system that automatically generates personalized travel itineraries based on user input.

C

**Learn how to use the facilitation tools**  
Selected tools include Python, Streamlit, and a pre-trained generative AI model (Gemini) for implementing the travel itinerary generator.

[Open article](#) →

**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 use generative AI to automate personalized travel itinerary planning efficiently?**

**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

2

Brainstorm

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

10 minutes

Person 1

Integrate Gemini generative AI model using API

Create structured prompt for itinerary generation

Tune temperature and output token settings

Handle AI response formatting

Person 2

Design simple Streamlit interface

Add input fields for destination, days, nights

Add Generate Itinerary button

Display output using text area

Person 3

Validate destination input

Ensure days > 0 and nights ≥ 0

Clean unnecessary spaces in input

Format prompt clearly before sending to model

Person 4

Add budget-based itinerary customization

Add PDF export feature

Include travel tips in output

Add multi-language support option

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

AI & Model Integration

Integrate Gemini generative AI model using API

Create structured prompt for itinerary generation

Tune temperature and output token settings

Handle AI response formatting

User Interface Design

Design simple Streamlit interface

Add input fields for destination, days, nights

Add Generate Itinerary button

Display output using text area

Data Validation & Processing

Validate destination input

Ensure days > 0 and nights ≥ 0

Clean unnecessary spaces in input

Future Feature Expansion

Add budget-based itinerary customization

Add PDF export feature

Add multi-language support option

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

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Importance

Feasibility

Tip

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.