

## 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

The screenshot shows a template for "Brainstorm & Idea Prioritization". On the left, there's a vertical sidebar labeled "Template" with a blue background. The main area has three columns:

- Column 1:** Contains a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below it, text says: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Column 2:** Starts with a section titled "Before you collaborate" with a timer icon showing 10 minutes. It includes steps A, B, and C:
  - 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.A "Open article" button with a right-pointing arrow is at the bottom of this column.
- Column 3:** Starts with a section titled "Define your problem statement" with a timer icon showing 5 minutes. It includes a "PROBLEM" box with the text: "How might we use generative AI to automate personalized travel itinerary planning efficiently?". Below it is a section titled "Key rules of brainstorming" with a brain icon, listing six rules with corresponding icons:
  - 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. 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

Person 1	Person 2	AI & Model Integration
Integrate Gemini generative AI model using API	Create structured prompt for itinerary generation	Integrate Gemini generative AI model using API
Tune temperature and output token settings	Handle AI response formatting	Create structured prompt for itinerary generation
Add input fields for destination, days, nights	Design simple Streamlit interface	Tune temperature and output token settings
Handle AI response formatting	Add Generate Itinerary button	Handle AI response formatting
Validate destination input	Display output using text area	
Person 3	Person 4	User Interface Design
Ensure days > 0 and nights ≥ 0	Add budget-based itinerary customization	Design simple Streamlit interface
Clean unnecessary spaces in input	Add PDF export feature	Add input fields for destination, days, nights
Format prompt clearly before sending to model	Include travel tips in output	Add Generate Itinerary button
	Add multi-language support option	Display output using text area
Person 5	Person 6	Data Validation & Processing
Validate destination input	Ensure days > 0 and nights ≥ 0	Validate destination input
Clean unnecessary spaces in input	Add budget-based itinerary customization	Ensure days > 0 and nights ≥ 0
Format prompt clearly before sending to model	Add PDF export feature	Clean unnecessary spaces in input
Person 7	Person 8	Future Feature Expansion
Validate destination input	Ensure days > 0 and nights ≥ 0	Add budget-based itinerary customization
Clean unnecessary spaces in input	Add PDF export feature	Add PDF export feature
Format prompt clearly before sending to model	Add multi-language support option	Add multi-language support option

## Step-3: Idea Prioritization

