

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	11 February 2026
Team ID	LTVIP2026TMIDS88106
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	4 Marks

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

In the initial phase of the Explore with AI project, the team comes together to align on goals, roles, and expectations. The focus is on understanding the challenges travellers and travel agencies face in planning personalized itineraries.

- Build a collaborative environment for sharing ideas and insights.
- Conduct brainstorming sessions to explore pain points in travel planning, such as information overload, difficulty in personalizing itineraries, and time-consuming research.
- Identify a relevant, meaningful, and user-centered problem statement.
- For example: “Travellers and agencies need an easy way to generate personalized, detailed travel itineraries without spending hours on research and planning.”

Outcome: A clear problem statement that guides the design and development of Explore with AI.

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Step-2: Brainstorm, Idea Listing and Grouping

Once the problem statement is defined, the team moves into ideation to explore potential solutions for Explore with AI.

- AI-generated daily itineraries with attractions, dining, and tips.
- User input customization (interests, travel duration, activity types).
- Exportable itineraries (PDF, text).
- Integration with travel blogs or local guides.
- Encourage all ideas, no matter how big or small.
- Document and group ideas in a shared space to visualize feature clusters.

Step-3: Idea Prioritization

After gathering and grouping ideas, the team prioritizes features and solutions to focus on the highest value and most feasible elements for Explore with AI.

- Evaluate ideas based on user impact, feasibility, and development effort.
- Use prioritization techniques such as MoSCoW Method, Impact vs. Effort Matrix, and Dot Voting.
- Must-Have: Personalized daily itinerary generation.
- Should-Have: Dining and local attraction recommendations.
- Could-Have: Exportable itinerary formats and travel blog integration.

Outcome: A focused development roadmap for Explore with AI that maximizes user value while staying realistic within the project timeline.