

Ideation Phase

Brainstorm & Idea Prioritization

Date	17 June 2025
Team ID	LTVIP2025TMID59024
Project Name	Flight Finder
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

As we brainstormed ideas for *Flight Finder Navigation*, our team actively participated in sharing thoughts and suggestions. We took turns explaining each idea, while naturally grouping similar concepts together. This helped us identify common themes and structure our project better.

Once all ideas were shared, we organized the sticky notes into clusters based on their functional relevance. Each group was given a **clear, descriptive label** to reflect its core theme—like *User Flow*, *Restaurant Management*, or *Admin Features*.

This approach gave us a clear overview of our app's core modules and made it easier to move into prioritization and planning.

Link: <https://drive.google.com/file/d/1joWzQ1rh--Oos43iDQ6M8eWeo6-x0Vc-/view?usp=sharing>

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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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Define your problem statement

In today's fast-paced environment, especially in college towns and semi-urban areas, users often struggle to find a reliable and easy-to-use platform for discovering local restaurants, browsing menus, and placing food orders. Many small eateries don't have an online presence, and existing food delivery apps are either unavailable or not tailored to local needs.

5 minutes

PROBLEM

How might we build a seamless and responsive food ordering platform that connects users to local restaurants, allowing them to explore menus, place orders, and track their food in real-time, while also offering a dedicated portal for restaurant owners and a control panel for administrators

Key rules of brainstorming

To run an 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

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Brainstorm

1. Browse restaurants by category
2. Search food by name
3. Real-time order tracking
4. Cart & checkout system
5. Feature top-rated restaurants
6. Cancel/complete orders
7. View order history
8. Restaurant login/dashboard
9. Restaurant Manage product listings
10. Restaurant order history
11. Admin Promoting best restaurants

🕒 10 minutes

Srinu

Browse
restaurants
by category

Search food
by name

Real-time
order
tracking

Saranya

Cart &
checkout
system

Feature top-
rated
restaurants

Cancel/
complete
orders

Rishitha

View order
history

Restaurant
login/
dashboard

Restaurant
Manage
product
listings

Roja

Restaurant
order history

Admin
Dashboard

Admin
Promoting
best
restaurants

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Group ideas

While sharing our brainstormed ideas, we began clustering them into logical groups based on functionality and relevance. This helped us identify recurring patterns and refine the problem-solution alignment.

🕒 20 minutes

TIP
User Experience & Ordering
Flow



TIP
Restaurant Dashboard &
Management



TIP
Admin Control & Platform
Oversight



Step-3: Idea Prioritization

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Prioritize

After discussion, we prioritized ideas based on:

- **Impact**
- **Feasibility**
- **Technical Complexity**
- **Time Constraints**

⌚ 20 minutes

