**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

| Date | 9 June 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID30989 |
| Project Name | Airlines Management System |
| Maximum Marks | 4 Marks |

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

**Problem Statement**:  
In the aviation industry, managing flight operations, passenger data, and crew assignments efficiently is critical to ensuring timely service, customer satisfaction, and operational compliance. Many airlines—especially regional and low-cost carriers—still rely on fragmented systems or manual processes.

**Key Issues Identified**:

* Duplicate data entries
* Delayed or mismanaged bookings
* Lack of real-time visibility into operational KPIs
* Poor coordination between departments

**Defined Problem**:  
Airline operations lack a unified digital platform that supports efficient booking management, crew scheduling, and performance monitoring—leading to manual delays, poor data integrity, and limited operational insight.

### ****Step 2: Brainstorm, Idea Listing, and Grouping****

Use this space to list down all ideas from your team brainstorming session. Focus on **quantity** and **diversity** of ideas. Encourage free thinking, and no idea is too big or too small at this stage.

| **Idea No.** | **Idea Description** | **Category/Theme** |
| --- | --- | --- |
| 1 | Centralized cloud-based dashboard for all departments | System Integration |
| 2 | Real-time crew availability tracker | Crew Scheduling |
| 3 | AI-powered flight delay prediction system | Predictive Analytics |
| 4 | Mobile app for passengers and crew | User Experience |
| 5 | Automated alerts for booking and scheduling conflicts | Workflow Automation |
| 6 | Role-based access control for staff | Data Security |
| 7 | Performance analytics by route and crew | Performance Monitoring |
| 8 | Integration with legacy systems using APIs | System Compatibility |
| 9 | Interactive data visualization dashboard | Decision Support |
| 10 | Multi-language support for global airlines | Accessibility |

Group similar ideas under categories (System Integration, Automation, User Experience, Analytics, etc.)

### ****Step 3: Idea Prioritization****

Prioritize ideas using criteria such as **Impact**, **Feasibility**, and **Effort**. You can use tools like the **Impact/Effort Matrix** or assign scores.

| **Idea No.** | **Idea Description** | **Impact (1–5)** | **Feasibility (1–5)** | **Effort (1–5)** | **Priority (High/Med/Low)** |
| --- | --- | --- | --- | --- | --- |
| 1 | Centralized dashboard | 5 | 4 | 3 | High |
| 2 | Real-time crew tracker | 4 | 4 | 3 | High |
| 3 | Flight delay prediction | 5 | 3 | 5 | Medium |
| 4 | Mobile app | 4 | 4 | 4 | High |
| 5 | Automated alerts | 5 | 5 | 3 | High |
| 6 | Role-based access | 4 | 5 | 2 | High |
| 7 | Performance analytics | 5 | 3 | 4 | Medium |
| 8 | Legacy system integration | 3 | 3 | 4 | Medium |
| 9 | Data visualization | 4 | 4 | 3 | High |
| 10 | Multi-language support | 3 | 4 | 2 | Medium |

### ****Next Steps****

* Shortlist **Top 3–5 ideas** to explore during the **Concept Development Phase**
* Assign responsibilities for prototype or concept documentation