Ideation Phase Brainstorm & Idea Prioritization Template

Date	27th June 2025
Team ID	LTVIP2025TMID45514
Project Name	FlightFinder
Maximum Marks	4 Marks

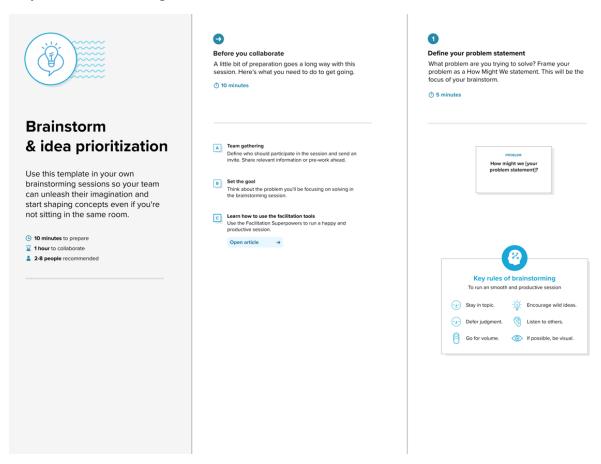
Brainstorm & Idea Prioritization Template:

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.

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.

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

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



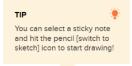
Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm

Gather 2–8 participants (students, users, teammates). Share the problem statement and any user insights or empathy maps beforehand.

10 minutes



Person 1

Add a "Guest Di Booking" a option to (e. speed up le checkout, too

Display flight availability e.g., "3 seats left", "Only oday's deal"). Include student and senior citizen discount filters. Person 2

oment smart Offer vide pht search previews of city/airport destination ogestions. Cities. Add a "Flight + Hotel Bundle" option. Person 3

enable users
to get allerts Add a "!
or sold-out or Under ₹
waitlisted quick
flights.

Shov

ihow

Person 4

Provide realtime flight status and delay alerts.

post trav reviews ar rate airline Offer Al-besed trevel suggestions besed on history

Person 5

Simplify Offer reward points or cashback on bookings.

Let users filter flights by fastest arrival or fewest Person 6

Person 7

Integrate WhatsApp for booking

Add "S Trip" o

"Share Include an "Ask Airline"

an Allow saving multiple travels

saving traveler

dark mode for night-time travel planning.

Person 8

Provide curated flight lists (e.g., "Best for Weekend Getaways"). Enable offlin access to e tickets and itinerary.

Highlight ecofriendly

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go.
Take turns sharing wour ideas while clustering similar or related notes as you go,
that is stickly notes, by and see if you and break it up into smaller sub-groups.

① 20 minutes

Person 4

dd customizable tags to sticky otes to make it easier to find, rowse, organize, and attempt within your mural.

Step-3: Idea Prioritization



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.

0 20 minutes

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

