Ideation Phase
Brainstorm & Idea Prioritization Template

Date	24 June 2025
TeamID	LTVIP2025TMID30215
Project Name	A CRM Application for Public Transport Management System
MaximumMarks	

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.

Step 1: Select the Problem Statement

We are solving:

"Manual and inefficient management of public transport operations — including bus scheduling, employee assignment, fare tracking, and reporting — which leads to poor data accessibility, passenger service inefficiencies, and limited insight into operations."

Step 2: Brainstorm, Idea Listing and Grouping

Idea	Description
Create Custom Objects for Bus, Trip, Ticket Fare, Employee, and Bus Station	Centralized structure for managing all transport-related data
Implement Validation Rules	Prevent incorrect role assignments and data entry mistakes
Add Lookup Relationships Between Objects	Link employees, buses, trips, and stations meaningfully
Use Flows to automate processes	Auto-calculate fare totals, update availability
Use Triggers for role verification	Ensure Driver ID and Conductor ID are valid
Build Custom Reports	Track passenger counts, earnings, employee roles

Idea	Description
Design Dashboards	Visual summaries of trip efficiency and revenue
Page Layout Customization	Ensure relevant info is visible to users based on object
Use Formula Fields	Calculate Age, Retirement Date, Total Fare etc. automatically

Step 3: Idea Prioritization

Idea	Impact	Feasibility	Priority
Custom Objects	High	High	High
Validation Rules	High	High	High
Lookup Relationships	High	High	High
Flows for automation	High	Medium	High
Triggers for role validation	Medium	Medium	Medium
Reports	High	High	High
Dashboards	High	Medium	High
Page Layout Customization	Medium	High	Medium
Formula Fields	High	High	High