

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTPV2026TMIDS91038
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
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.

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



Brainstorm & idea prioritization

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⌚ 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

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

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

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#)

1 Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
⌚ 5 minutes

PROBLEM
Many users face difficulty in planning their trip, because they do not know which places to visit to begin. I want to create an application that makes it easier for them to plan their trip by giving them a list of places to visit. I will use AI to help us decide which places to visit. It's very Generative system that generates clear, key-wise travel itineraries using user inputs like city and number of days, making travel planning easy, fast, and convenient.

Key rules of brainstorming
To run a 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

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP: Use a large sticky note to make it easier to see the broader grouping and to highlight the most important ones.

The team decided to develop Travel Itinerary Generator, an AI-powered system that automatically generates travel packages based on user inputs such as destination and travel dates. The system will use SemanticSearch API to create structured, day-wise travel plans. A simple UI interface will allow users to easily enter travel details and view the generated itinerary. This idea was selected because it saves time, reduces planning effort, and improves the overall travel planning experience.

Step-3: Idea Prioritization

4 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.

⌚ 20 minutes

TIP: Perhaps it can use the F-key to sort it when sticky notes should go on the grid. The F-key tool on Google Sheets allows you to use the laser pointer holding the H key on the keyboard.

Importance	Feasibility	
High (if each sticky note can get developed directly or easily, which will, in turn, have high impact)	+	Allow users to download or save generated itinerary
Medium	-	Display itinerary in clear, organized day-wise format
Low	-	Create input fields for itinerary, number of days, let's do it now using Streamlit
Medium	+	Add hotel, food, and transport suggestions (future feature)

Regardless of their importance, we can take no more feasibility than effort! (Cost, time, effort, complexity, etc.)