

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	15 March 2023
Team ID	NM2023TMID21262
Project Name	Optimizing Flight Booking Decisions
Maximum Marks	5 Marks

### Brainstorm & Idea Prioritization Template:

During this activity, our team members gathered and discussed various ideas to solve our projects. Each member contributed six to ten ideas. After gathering all ideas, we assessed the impacts and feasibility of each point.

Finally, we have assigned priority for each point based on these impact values.

### 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

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**Need some inspiration?**  
See a finished version of this template made to your specs.

[Open example](#)

# Step 2 Brain Storm, Idea Listing and Grouping



## 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 this 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.



## 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

How might we [your problem statement]?



## Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Don't judge.



Listen to others.



Go for volume.



If possible, be visual.



## Brainstorm

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

10 minutes



TIP  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

### RESHMA

FLIGHT TICKET PRICE- DEMAND AND SUPPLY MODEL

RECENT DYNAMIC PRICING SCHEME

FLIGHT PRICE BASED ON HISTORICAL DATA

USES: REF PRICE FOR CUSTOMERS AS WELL AS AIRLINE SERVICE PROVIDERS

PRICES OF AIRLINE TICKETS ARE INCREASED OR DECREASED BASED ON SCHEDULING DESTINATIONS OF FLIGHTS

AIRLINES USE COMPLEX POLICIES OF REVENUE MANAGEMENT FOR PROTECTION OF DISTINCTIVE EVALUATING SYSTEM

### MOHAN

AIRLINES ATTEMPT TO CONTROL FLIGHT TICKET COSTS IN ORDER TO MAX PROFITS

MAIN GOAL: AIRLINE COMPANIES IS TO MAKE PROFIT, WHILE THE CUSTOMER IS LOOKING FOR BEST PURCHASE

FARE MODELS USED BY AIRLINES IS DIFFICULT DUE TO GREAT COMPLEXITY

MODELS USED BY AIRLINES SO COMPLEX THE PRICES FLUCTUATE CONSTANTLY

TRAVELLER WANTING TO BOOK A FLIGHT MUST FOLLOW COMPLEX PROCEDURE

MAKE UI USER FRIENDLY

### NAGESHWARI

IMPLEMENTED FLIGHT PRICE PREDICTION FOR USER BY USING KNN DECISION

DESCRIPTS AS HIGH LEVEL VIEW OF THE PRODUCTS FRANCHISE'S PRICING COMPONENTS

IT WILL INDICATE HOW MANY SPOTS THE FLIGHT STOP OVER ITS JOURNEY

IT HAS OWN LIMITATION IN TERMS OF UNDERLYING ISSUES ESTIMATES AND HYPOTHESIS

INDICATE MEAL IS INCLUDED WITH THE JOURNEY OR NOT

THE STATISTICS ARE INACCURATE FIGURES DUE TO HUMAN MISTAKE AND PAYMENT ERROR

### PRAVEEN

RANDOM FOREST SHOWS THE BEST ACCURACY OF 80% FOR PREDICTING THE FLIGHT TICKETS

CORRELATIONS TESTS AND METRICS FOR THE STATISTICAL ANALYSIS

BETTER KNOWLEDGE ON BEST DISCOUNT AND RIGHT TIME TO BUY THE TICKET

FEATURES ARE TAKEN FROM CHOSEN DATAOUT

TESTING MODEL WITH MULTIPLE EVALUATION METRICS

ENTERED INPUT IS ANALYSED BY THE MODEL WHICH IS INTEGRATED

dominate logs to identify relevant issues in the codebase and use important ideas as well as your tool.



# 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

