

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	16 February 2026
Team ID	LTVIP2026TMIDS88973
Project Name	Civil Engineering Insight Studio
Maximum Marks	4 Marks


### Brainstorm & Idea Prioritization Template:

#### Short Note — Brainstorm & Idea Prioritization

Brainstorming helps identify how the Civil Engineering Insight Studio can enhance travel planning through intelligent technology. Many travelers face challenges in creating trips that fit their interests, budget, and time due to scattered information and lack of personalization. To address this, the proposed AI-based system automatically generates personalized travel itineraries.

Users enter their preferences such as destination, budget, travel duration, and interests. The AI analyzes this input and recommends suitable places, activities, hotels, and optimized travel schedules. By providing smart suggestions and efficient route planning, the system reduces planning time, improves travel efficiency, and delivers a more satisfying and customized travel experience.

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



### 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
- 👤 3-8 people recommended

#### 1 Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do

🕒 10 minutes

- ☒ **Team gathering**  
Define who should participate the session and send an invite. Share relevant hon or pre-work ahead.
- ☒ **Set the goal**  
Focus and clarify the problem you'll be focusing on solving in the brainstorming session.
- ☒ **Learn to use the facilitation tools**  
Learn the platform or tools to ensure it's a happy and productive session.

[Open software →](#)


#### 2 Define your problem statement

What problem are you trying to solve? Frame your problem in a **How Might We** statement.

🕒 5 minutes

HOOWE

How might we solve [problem statement]?




#### Key rules of brainstorming

To run an more and productive session

- 👤 Stay on topic
- 🚫 Defer judgment
- 🗣️ Go for volume
- 🗨️ Encourage wild ideas
- 💡 Encourage wild ideas
- 👂 Listen to others
- 🖍️ If possible, be visual

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



## Brainstorm & Idea prioritization

Explore with AI: custom itineraries for your next journey

3

Brainstorm

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

🕒 20 minutes

AI

Personas  
activities

Smart  
activity  
budgeting

Budget

Timeline

Person A

Person A

Person B

Person C

Person D

Person D

Person E

Person E

4

Group Ideas

🕒 30 minutes

Take turns sharing your ideas while clustering similar or **related** notes as you go. After 20-25 minutes, group each cluster of same-colored ideas into 2-4 clusters or bigger themes on sticky notes. Try and see if you can break it up it...

Person A

✖

AI-generated itineraries tailored to users' preferences over travel dates could be a core feature. Let's make sure the system learns and improves over time.

✔


Person B

Person C

Person D

Person E

### Step-3: Idea Prioritization




## Brainstorm & Idea prioritization

**Explore with AI:** custom itineraries for your journey

**5 Prioritize**

Your team should all be on 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

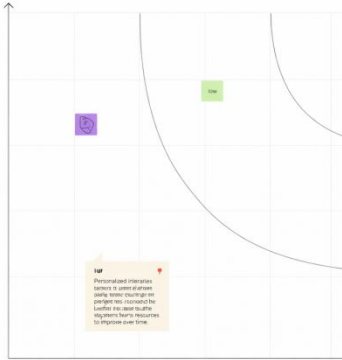



**Importance**

Potential team impact or value when launched project

**Tip**

Personalized itineraries delivery is easier at urban parks. Better coverage for people in rural areas. Location not ideal due to irregular team resources to improve over time.





**Feasibility**