

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	30 october r 2023
Team ID	NM2023TMID06522
Project Name	Project -Competitive analysis of leading travel aggregators
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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
- 👥 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.

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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

How might we [your problem statement]?



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

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Customer should not have to wait long to get a response from the support team.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 2

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 3

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 4

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 5

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 6

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 7

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Person 8

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

Travel agents should offer more personalized recommendations based on user preferences.

3

Group ideas

If our plan to use machine learning techniques for predictive modeling or recommendation systems, on the team is crucial. They can develop algorithms and models for data analysis. Effective collaboration among these groups is essential for a comprehensive competitive analysis of the travel aggregator industry. Regular team meetings a clear project management structure can help ensure that the project proceeds smoothly and produces valuable insights.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

If the project involves sensitive user data, this group ensures ethical data handling and compliance with privacy regulations.

To keep stakeholders informed and engaged, this team manages communication and ensures that project objectives align with business goals.

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

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

