# Ideation Phase Brainstorm & Idea Prioritization Template

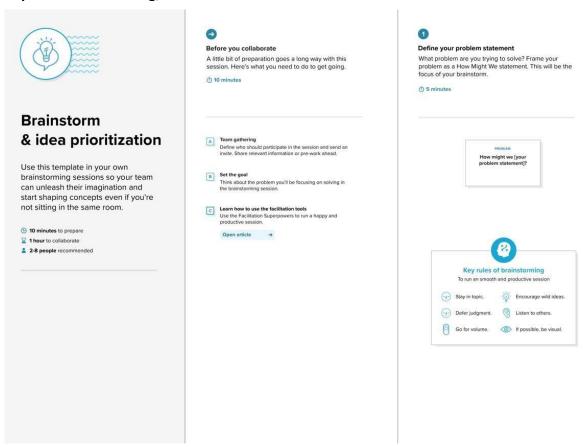
Date	30 october r 2023
Team ID	NM2023TMID06522
Project Name	Project -Competitive analysis of leading travel aggregators
Maximum Marks	4 Marks

# **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: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

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



# Step-2: Brainstorm, Idea Listing and Grouping



### **Brainstorm**

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

① 10 minutes



# Person 1





### Person 5





## Person 7



### Person 8



### 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.

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

# **Step-3: Idea Prioritization**

