


## Ideation Phase

### Brainstorm & Idea Prioritization

Date	10 December 2023
Team ID	Team-591074
Project Name	Wanderlust- a Travelling app
Maximum Marks	4 Marks

## Brainstorm & Idea Prioritization:


### 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

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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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#### Define your problem statement

Despite the growing passion for travel and exploration, many travelers still face significant challenges in efficiently planning and tracking their journeys. The core problem is the absence of a user-centric travel planning and tracking app that seamlessly combines itinerary creation, document management, and memory preservation. TRAVEL GURU aims to fill this gap by offering a user-friendly, all-in-one platform that transforms the travel experience into a well-organized, unforgettable journey.

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

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### 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 icon to start drawing!

### Preeti

Language translator in app for easy communication while travelling

Packing List Generator could help users prepare efficiently for their trips.

Using ML algorithms in app to recommend the travel places according to the user's history

Prediction of whether and type of clothes for the place the user is going to visit

### Eeshitha

We should partner with airlines and hotels to provide exclusive discounts and deals to our users

Let's include a real-time weather forecast feature for the destinations users are planning to visit

Incorporating augmented reality (AR) for virtual tour guides at landmarks could be a unique selling point

a travel budget tracker to help users manage their expenses during trips

### Ashrita

Let's include a 'Travel Bucket List' feature where users can set goals for future trips

What if we had a section for users to save their favorite travel articles, blogs, and videos for inspiration?

An offline mode for maps and essential travel information would be invaluable for users in areas with limited connectivity

A recommender for places would be really exciting for the people

### Chandana

A travel budget tracker would be helpful

Gamification feature like earning points for travelling can enhance the app even more

Partnership with local tour guides can improve the experience

A 'Packing List Generator' could help users prepare efficiently for their trips

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

#### Personalization and Recommendations

Let's include a real-time weather forecast feature for the destinations users are planning to visit - Eeshitha

Packing List Generator could help users prepare efficiently for their trips. - Preeti

#### Travel Planning and Budgeting

a travel budget tracker to help users manage their expenses during trips - Eeshitha

A travel budget tracker would be helpful - Chandana

#### Innovative Features

Let's include a 'Travel Bucket List' feature where users can set goals for future trips - Eeshitha

Language translator in app for easy communication while travelling - Preeti

#### Deals and Partnerships

Partnership with local tour guides can improve the experience - Chandana

We should partner with airlines and hotels to provide exclusive discounts and deals to our users - Eeshitha

#### Community and Sharing

What if we had a section for users to save their favorite travel articles, blogs, and videos for inspiration? - Ashrita

Partnership with local tour guides can improve the experience - Chandana

#### Offline Functionality

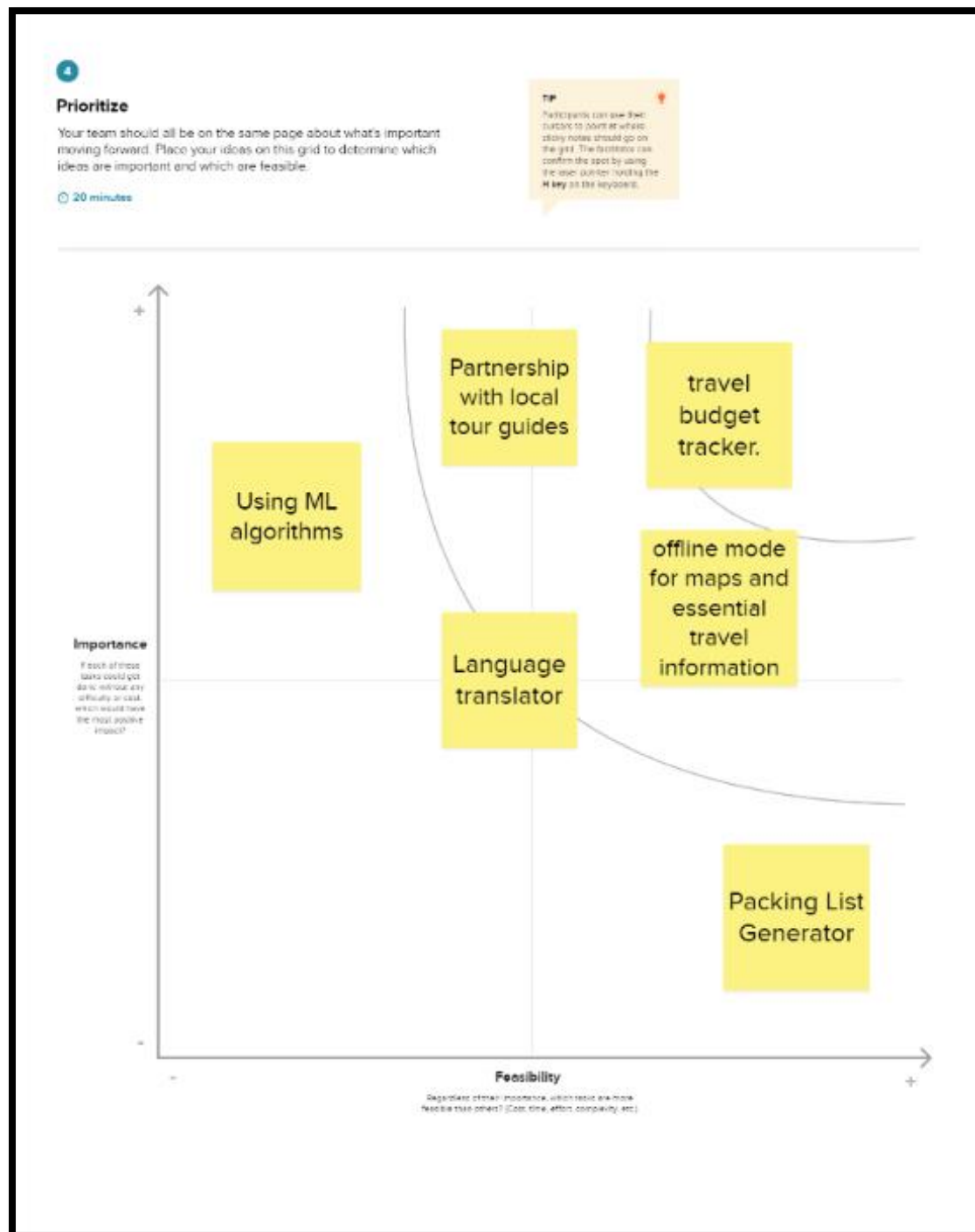
An offline mode for maps and essential travel information would be invaluable for users in areas with limited connectivity - Ashrita

A 'Packing List Generator' could help users prepare efficiently for their trips

Using ML algorithms in app to recommend the travel places according to the user's history - Preeti

A recommender for places would be really exciting for the people - Ashrita

## Step-3: Idea Prioritization



## Brainstorming with Teammates:

The screenshot shows the Brainstorm app interface. On the left is a sidebar with icons for various tools. The main canvas is divided into sections for different team members: Preeti, Eeshitha, Ashrita, and Chandana. Each section contains sticky notes with brainstorming ideas. On the right, there is a panel titled 'Online (4)' listing the team members: Keesitha, Kintali, Chandana, and Ashrita. Below this list is a 'Manage mural members' button. The interface also includes a top navigation bar with icons for search, share, and other functions.

This screenshot shows the same Brainstorm app interface from a slightly different perspective. The main canvas now displays a large diagram with a central box labeled 'Using ML algorithms' and several surrounding boxes connected by lines, representing a flow or process. The sidebar and the right-hand panel with the 'Online (4)' list remain visible. The interface is designed for collaborative brainstorming and idea organization.