

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	592865
Project Name	Identifying satisfaction of airline passengers.
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.

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.

Reference: <https://www.mural.co/templates/ideate>


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

### 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

M.M KARTHIKEYA REDDY  
MUPPAVARAPU CHETHAN  
CHERUKURI LATHVIK  
KONIDALA DEEPAK

B

Set the goal

Focusing about the identifying the problem on satisfaction of airline passengers in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article

→

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

**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

How might we identify the satisfaction of airline passengers?

**Key rules of brainstorming**

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

**2**

**Brainstorm**

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

⌚ 15 minutes

**TIP**

You can select a sticky note and use the arrow (point to itself) icon to be stand-alone!

**Person 1**

Introducing Personalized In-Flight Experiences: Aims to enhance overall customer satisfaction and engagement.

By catering to individual preferences and needs, airlines can establish a stronger connection with passengers, fostering a sense of value and importance.

Personalized is flight experiences have the potential to enhance passenger engagement and satisfaction significantly, facilitated by advanced technology integration as a effective communication strategies.

**Person 2**

Enhancing Communication and Transparency: aims to build trust and ensure a reliable and positive passenger experience through effective communication and transparent information dissemination.

To foster trust and reliability, enhancing communication and transparency aims to ensure a positive passenger experience during travel.

Prioritizing effective communication and transparency in the aviation industry is essential for fostering trust and ensuring a positive and reliable passenger experience.

**Person 3**

Prioritizing Passenger Comfort and Convenience: aims at providing passenger comfort and convenience is to enhance overall satisfaction, ensure a positive travel experience, and fostering long-term customer loyalty.

To create a positive and memorable travel experience, thereby fostering customer satisfaction and loyalty. By ensuring a comfortable and hassle-free journey, airlines can establish a strong reputation and build lasting relationships with their passengers.

Prioritizing passenger comfort and convenience is essential to create a positive brand image, foster customer satisfaction, and build enduring relationships, ultimately contributing to the long-term success and competitive advantage of airlines in the industry.

**Person 4**

Fostering a Customer-Centric Culture: Culture aim at fostering a customer-centric culture it to prioritize customer satisfaction and engagement, thereby building long-term customer loyalty and a positive brand image for the airline.

To foster a customer-centric culture is to prioritize the delivery of exceptional customer experiences, build lasting relationships with passengers, and cultivate a strong brand reputation based on trust and customer satisfaction.

Fostering a customer-centric culture is paramount in creating a strong customer-focused approach, cultivating lasting relationships, and establishing a reputable brand image based on trust, satisfaction, and loyalty within the aviation industry.

## Step-3: Idea Prioritization:

**3**

**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**

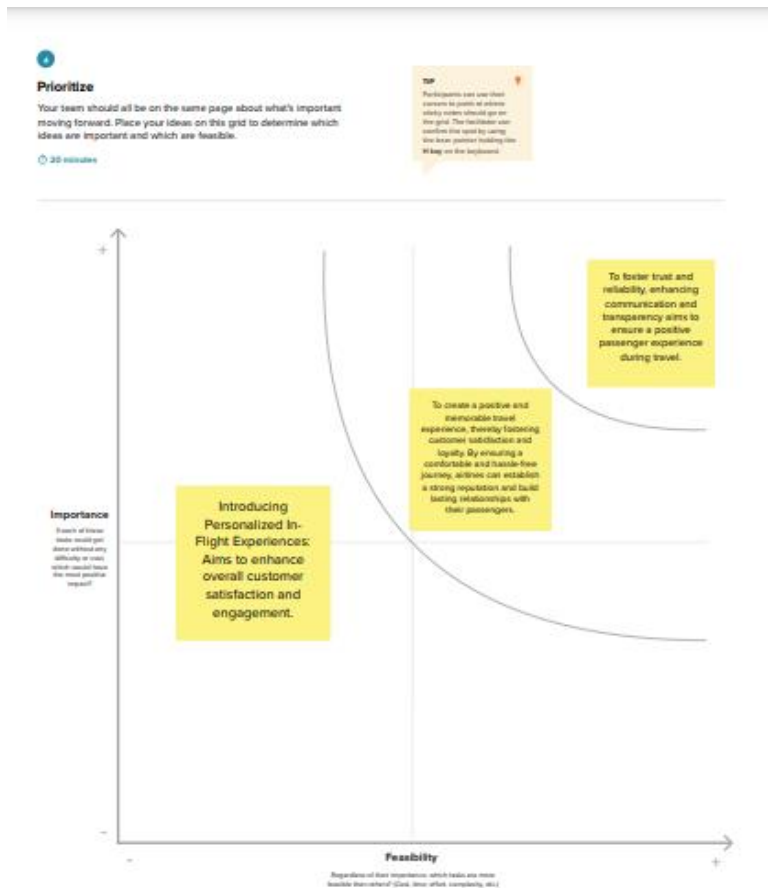
Ask your facilitator to help to identify notes to make a cluster to find, remove, merge, and redesign important ideas as follows within your mind.

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Fostering a customer-centric culture is paramount in creating a strong customer-focused approach, cultivating lasting relationships, and establishing a reputable brand image based on trust, satisfaction, and loyalty within the aviation industry.



LINK to our Brainstorm & Idea Prioritization:

<https://app.mural.co/t/identifiingsatisfactionofair7293/m/identifiingsatisfactionofair7293/1698250743982/c11cf002d92200dcd0211f7238bdf96158bd44c0?sender=ud162e3b04fd71c4bcef25498>