

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31-10-2023
Team ID	591862
Project Name	<b>IDENTIFYING AIRLINE PASSENGERS' SATISFACTION Using ML</b>
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://app.mural.co/t/airlinesatisfaction7571/m/airlinesatisfaction7571/1698678598844/ee5e993eeab9b60e6110899c9ede03a615be0e7a?sender=u6f18384c8928e40e24f82275>

#### 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

 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

 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


Create an ML solution to analyze large amounts of airline passenger data, identifying patterns and factors that influence satisfaction, allowing airlines to make data-driven decisions, improve services, and raise overall customer satisfaction levels.





#### 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**

**Bhargavi.V**

- Sentiment Analysis
- Seating Preferences
- Feedback Analysis

**Karthik.B**

- Crew Performance Analysis
- Luggage Handling
- On-Board Entertainment

**Salcharan.T**

- Security Efficiency
- Pricing Optimization
- Flight Delay Predictions

**Harshitha.P**

- Recommendation Systems
- Cabin Comfort
- Loyalty Programs

### 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**

**Crew and Staff Performance**

1. CREW PERFORMANCE ANALYSIS
2. FEEDBACK ANALYSIS

**Personalization and Customer Engagement**

1. RECOMMENDATION SYSTEMS
2. PERSONALIZED LOYALTY PROGRAMS

**Operational Efficiency**

1. FLIGHT DELAY PREDICTIONS
2. LUGGAGE HANDLING
3. SECURITY AND SCREENING EFFICIENCY

**Passenger Experience**

1. SENTIMENT ANALYSIS
2. CABIN COMFORT
3. ON-BOARD ENTERTAINMENT
4. SEATING PREFERENCES

**Revenue and Business Optimization**

PRICING OPTIMIZATION

## Step-3: Idea Prioritization

