

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	31 January 2025
Team ID	LTVIP2026TMIDS83467
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
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.

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



Brainstorm & idea prioritization

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- 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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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

Many users face difficulty in planning their travel because they do not know where to go, how to get to their destination, or how to create an efficient itinerary. Instead, they have to spend a lot of time and money on travel planning. The "Travel Generator" system that generates clear, easy-to-use travel itineraries using user input, such as the number of days, making travel planning easy, fast, and convenient.

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, if needed, put it in a different spot to start grouping.

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 subgroups.

20 minutes

TIP After you've made eight sticky notes to cluster around the idea, discuss it with the rest of the group and see if you can add to it or make it more specific.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

The team decides to develop Travel Itinerary Generator, an AI-powered system that automatically generates travel itineraries based on user input such as destination and number of days. The system will use Gemini/OceanAPI to create accurate, day-by-day travel plans. A simple Streamlit interface will allow users to easily enter their travel details and view the generated itinerary. This idea was selected because it saves time, reduces planning effort, and improves the overall travel planning experience.

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 cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer built into the H key on the keyboard.

Importance
If each of these ideas were just done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)