

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	NM2023TMID06600
Project Name	identifying airline passenger satisfaction using machine learning(Applied data science)
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/empathy-map-canvas>

#### 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

Share template feedback

➔

### 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.

Open article ➔

1

### Define your problem statement

Air passenger satisfaction refers to the level of happiness and contentment that passengers feel with their air travel experience.

🕒 5 minutes

PROBLEM

How might we [identifying airline passenger satisfaction using machine learning]

🧠

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

Person 1

Delayed CheckCustomer Service

Person 2

Delayed Flight

Person 3

Hidden Charges

Person 4

Delayed FlightHidden Charges

Person 5

Delayed Flight

Person 6

Delayed Flight

Person 7

Delayed Flight

Person 8

Delayed Flight

TIP

You can select a sticky note and hit the pencil button to start drawing!

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 and break it up into smaller sub-groups.

20 minutes

Delayed Flight

Customer Service

Delayed Flight

Hidden Charges

Delayed Flight

Hidden Charges

TIP

Add customizable tags to sticky notes to make it easier to find, remove, organize, and categorize important ideas as you work on your team.

### 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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

