

## **Ideation Phase**

### **Brainstorm & Idea Prioritization Template**

Date	6 May 2023
Team ID	NM2023TMID02778
Project Name	Identfying Airline Passanger Satisfaction
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

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  
 2-3 people recommended

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### 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](#) →

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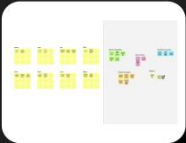
### Define your problem statement

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

there is a need for a comprehensive passenger satisfaction system that allows airlines to gather feedback at all touchpoints throughout the passenger journey, analyze that feedback to identify pain points and opportunities for improvement, and take action to implement changes that will improve the passenger experience and increase loyalty."



### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

# Step-2: Brainstorm

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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 [switch to sketch] icon to start drawing!

### vijay(TL)

Providing more comfortable seating options

Offering more legroom in economy class.

Providing better amenities in airport lounges.

Offering more direct flights to popular destinations.

### Tulasi krishnan

Enhancing the in-flight entertainment system.

Improving the cleanliness and maintenance of the aircraft.

Providing real-time updates to passengers about flight delays or cancellations.

### Sudhir

Offering more personalized service to passengers.

make the flight of cost is budget friendly

Creating a loyalty program to incentivize repeat business.

Improving the quality of food and beverages.

### Bharath Raj

Providing more opportunities for self-service (e.g., check-in kiosks, baggage drop-off)

providing unlimited Wi-Fi

Reducing wait times in security lines.

## **Step-4: Idea Listing and Grouping**

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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.

### Comfort

Improving the quality of food and beverages.

Offering more legroom in economy class.

Providing more comfortable seating options 

### Convenience


Reducing wait times in security lines.

Providing better amenities in airport lounges.

make the flight of cost is budget friendly



### Communication


Providing more opportunities for self-service (e.g., check-in kiosks, baggage drop-off) 

Offering more personalized service to passengers.

Providing real-time updates to passengers about flight delays or cancellations. 

### Entertainment

providing unlimited Wi-Fi 

Enhancing the in-flight entertainment system. 

## Step-4: Idea Prioritization

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### 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.

