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

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Brainstorm

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

🕐 **10 minutes**

VISHAL

- Collect the dataset
- Understand the data
- Cost Estimation
- price comparison from one trip to another
- Customer reviews collection

SIVA PRASATH

- Customer other Requirements
- requirements for the traveler
- Quality Control and Testing
- Set the task
- Readings the data

ANTONY VEPSTER

- Reputation Management
- Financial Viability
- Technological Dependencies
- Removed unused columns

BARATH MANIKANDAN

- Internal Capacity
- Prioritize tasks
- Compliance Requirements
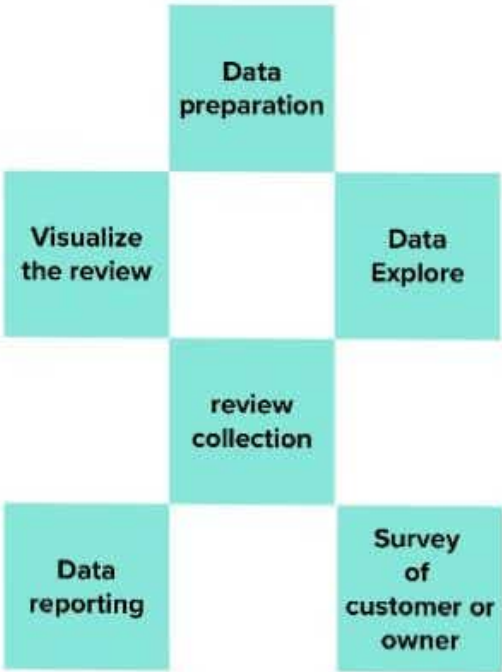- Communication with the customer
- Dependencies

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

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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**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Sorting & filtering

Analyzing the reviews

correcting

Data insights

Visualize the data

Removes unwanted expenses

Data exploration

Feasibility

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