

Ideation Phase

Brainstorm & Idea Prioritization

Date	14 February 2026
Team ID	LTVIP2026TMIDS35317
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
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.

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

The screenshot shows a web-based template for a brainstorming session. On the left, there's a vertical sidebar with the identifier "LTVIP2025TMID46065". The main content area is divided into three columns:

- Before you collaborate:** A section with a lightbulb icon and a brief description of preparation steps. It includes a timer icon indicating "10 minutes".
- Define your problem statement:** A section with a lightbulb icon and a detailed description of the problem statement. It includes a timer icon indicating "5 minutes".
- PROBLEM:** A box containing the specific problem statement: "How might we help EV buyers, policy makers, and stakeholders explore electric vehicle performance, pricing, and charging infrastructure in India more effectively using interactive dashboards and data storytelling?"

At the bottom of the template, there's a "Key rules of brainstorming" section with six rules, each accompanied by an icon:

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

On the far left, there's a small preview window showing a grid of colorful icons representing different idea categories.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

⌚ 10 minutes

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all ideas have been shared, if any cluster contains more than six sticky notes, try and break it up into smaller sub-groups.

⌚ 20 minutes

Step-3: Idea Prioritization

