

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	22 June 2025
Team ID	LTVIP2025TMID20822
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom 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.

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/brainstorm-and-idea-prioritization>

### 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

### 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

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

### 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

How might we make the Index of Economic Freedom data more **accessible, interactive, and insightful** so that analysts and decision-makers can easily compare countries, identify weaknesses, and drive policy reforms?

#### Key rules of brainstorming

To run an 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

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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 pin icon (pinch to zoom) to move it to your canvas!

#### Person 1

Create a country comparison tool using drop downs

Use color - coded bar charts to show strong vs weak pillars of economic freedom

Add brief country summaries explaining what high or low scores mean

#### Person 2

Make an interactive dashboard with filters for region , income group and freedom score

Include a bubble chart showing GDP vs overall freedom score

Add tooltips that show extra info when hovering over a score

#### Person 3

Show time-series trends to highlight if a country is improving or declining

Include real policy suggestions based on low scores

Tag countries with Needs Improvement for certain pillars

#### Person 4

Use country flags and icons for better visual appeal

Replace technical terms with simpler explanations

Design a mobile - friendly view of the dashboard for easier access on phones

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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**  
After customizing tags to sticky notes to make it easier to find, browse, organize, and compare important ideas as trends within your mural.

## Data Exploration & Comparison

Country comparison tool with dropdowns

Filters for region , income group , and scores

Time - series trends to show improvements/ declines

## Simplification & Interpretation

Brief country summaries in simple language

Replace technical terms with simpler labels

Real policy suggestions based on low scores

## Visual Design & Interaction

Color - coded bar charts for score strength

Tooltips on hover for extra info

Use flags / icons for better visual engagement

## Accessibility & Usability

Mobile - friendly version of the dashboard

Bubble chart showing GDP vs freedom score

Tag countries needing improvement in certain pillars

## Step-3: Idea Prioritization

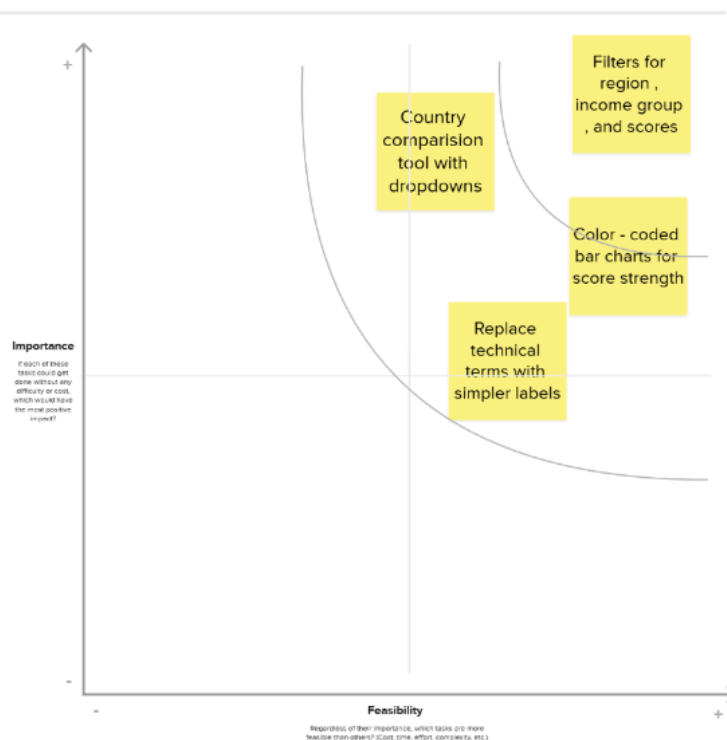
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### Prioritize

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.



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### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)