

IdeationPhase

Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	LTVIP2025TMID48532
Project name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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Brainstorming sessions offer a collaborative space where team members contribute freely , explore creative ideas, and develop innovative solutions without limitations.

Emphasizing idea quantity over perfection, this process encourages open participation, constructive input, and imaginative thinking.

Use this template to guide your brainstorming sessions, especially in collaborative analytics projects—even when team members are working remotely.

Project Title:

Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

project Overview:

In this project, our team of five data analysts set out to explore and visualize the state of economic freedom across countries and over time. Leveraging Tableau dashboards, we aimed to uncover how different components of economic freedom correlate with national prosperity and governance.

Primary Research Questions:

1. How does economic freedom vary across countries and years?
2. Which trends and indicators in the Economic Freedom Index can guide policymakers toward improved economic outcomes?

Task Allocation:

Roles and responsibilities were distributed based on each team member’s strengths:

- Data Cleaning & Transformation
- Exploratory Data Analysis
- Visualization Design in Tableau
- Insights Interpretation & Reporting
- Presentation & Documentation

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



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 along 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

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 help ToyCraft better understand and improve toy sales performance across regions and time using clear, interactive Tableau visualizations?



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.

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

10 minutes

Sneha Alisetty

Binding minimum wage laws

Reducing tax burden

Providing law enforcement

Tharugu Sreelakshmi

Reducing corruption

Technological advancement

Creating more jobs

N Sreelatha

Increasing productivity

Excessive power of firms

reducing poverty

NasinaSriram

Making and selling more local products

policies that encourage savings

Currency devaluation

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 can break it up into smaller sub-groups.

🕒 20 minutes

reducing
poverty

Reducing
corruption

Policies that
encourage
savings

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

increasing
labour
inputs

Agreement
with other
companies

Reducing
tax burden

Reducing
unemployment
problem

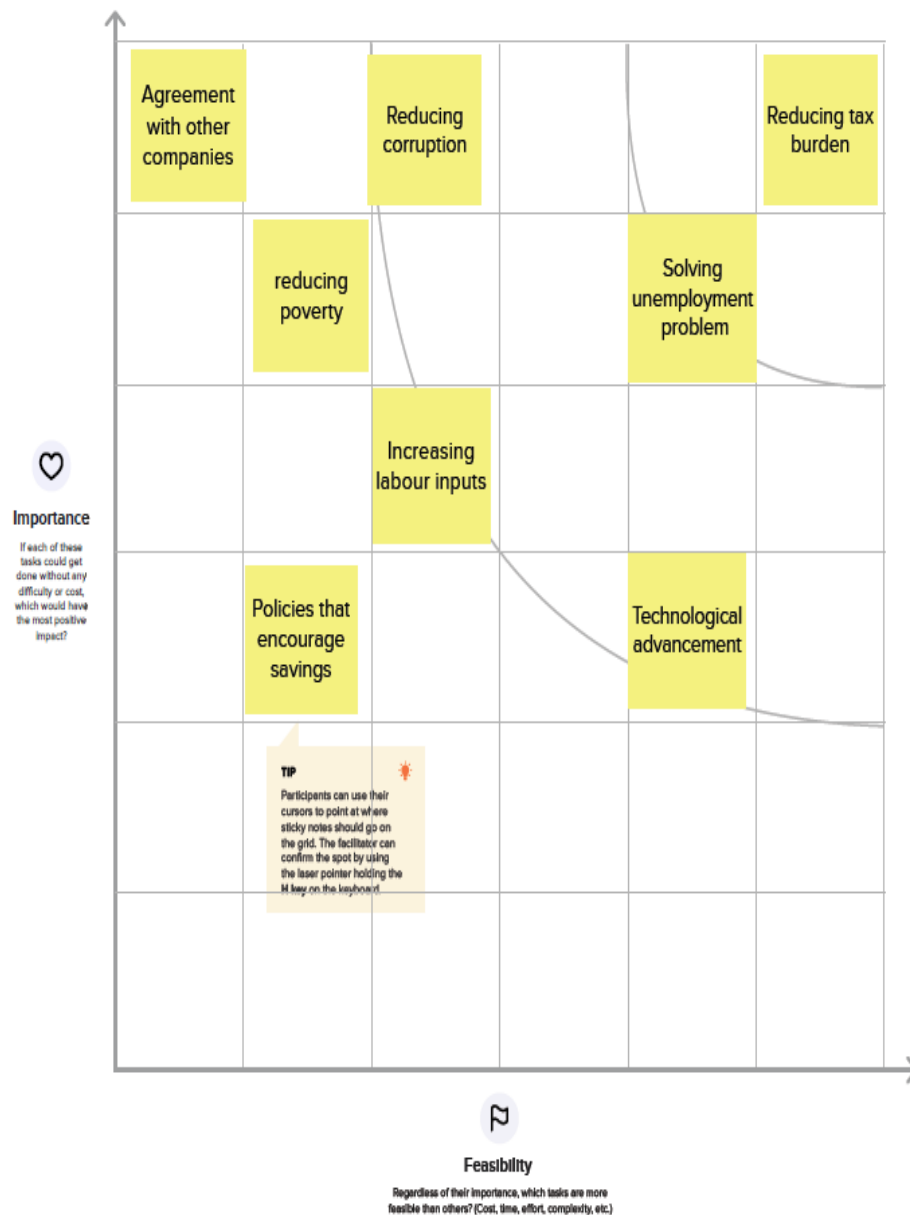
Technological
advancement

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



→

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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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 →](#)

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