

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	LTVIP2025TMID49238
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
👤 2-5 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**
 - Participants: Data analysts, economics students, a mentor/facilitator.
 - Invite shared in advance with project title and dataset!
- Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**

Google Sheets (for live idea capture), Miro or Mural (for mapping), and Google Meet/Zoom for collaboration.

[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 evaluate and visualize economic freedom to better understand its influence on prosperity across countries?"

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.

⌚ 10 minutes

Person 1

Develop a mobile app for farmers to track crop health and yield.

Use AI to analyze soil data and recommend fertilizers.

Implement a blockchain system for transparent supply chain.

Person 2

Develop a mobile app for farmers to track crop health and yield.

Use AI to analyze soil data and recommend fertilizers.

Implement a blockchain system for transparent supply chain.

Person 3

Develop a mobile app for farmers to track crop health and yield.

Use AI to analyze soil data and recommend fertilizers.

Implement a blockchain system for transparent supply chain.

Person 4

Develop a mobile app for farmers to track crop health and yield.

Use AI to analyze soil data and recommend fertilizers.

Implement a blockchain system for transparent supply chain.

Person 5

Develop a mobile app for farmers to track crop health and yield.

Use AI to analyze soil data and recommend fertilizers.

Implement a blockchain system for transparent supply chain.

TIP

You can select a sticky note and fit the pencil (switch to select) icon to start drawing!

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

TIP

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

1. Data Visualization

- Visualize GDP vs Freedom Score
- Heatmaps of economic freedom by region

2. Statistical Analysis

- Correlate with literacy rate
- Analyze income inequality impact

3. Machine Learning & Prediction

- Cluster countries by continent
- Automate data pipeline

Step-3: Idea Prioritization

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

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 arrow button holding the **H** key on the keyboard.

Importance

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

Feasibility

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

Productivity using Machine Learning

Heatmaps & scatterplots of freedom scores

Compare with GDP, literacy rates, HDI

Government spending vs GDP visualizations

Composite Bar Charts