

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS66673
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Brainstorming helps the team generate creative ideas to analyze and visualize electricity consumption data effectively. Various solutions such as interactive dashboards, peak demand analysis, and trend identification using Tableau are explored. Idea prioritization ensures selection of the most feasible and impactful solutions to support efficient energy planning and data-driven decision-making.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The screenshot shows the Mural platform interface for the 'Brainstorm & Idea Prioritization' template. On the left, there's a vertical sidebar with the project ID 'LTVIP2026TMIDS66673'. The main area has a blue header bar. Below it, there's a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. Underneath the title, it says 'Project: Electricity Consumption Analysis Using Tableau' and 'Team Size: 4 Members'. The main content area is divided into sections:

- Define your problem statement**: A section with a timer icon (1), a question 'How might we analyze and visualize electricity consumption patterns using Tableau to identify peak demand, regional variations, and seasonal trends for efficient energy planning?', and a note '5 minutes'.
- PROBLEM**: A box containing the question 'How might we [your problem statement]?'
- Key rules of brainstorming**: A section with a brain icon and a list of six rules:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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

10 minutes

TIP
Use your sticky notes to write down general pointers or directions to start working.

Person 1

- Analyze peak electricity demand hours
- Compare state-wise electricity usage
- Identify high consumption regions

Person 2

- Study seasonal electricity trends
- Compare summer vs winter demand
- Detect monthly usage variations

Person 3

- Residential vs Industrial consumption
- Urban vs rural electricity usage
- Sector-wise demand contribution

Person 4

- Build interactive Tableau dashboards
- Add filters for time and region
- Create KPI-based visual insights

Group ideas
Take notes sharing your ideas, writing down general pointers or directions to start working.

20 minutes

Time-Based Analysis

- Peak vs off-peak hours
- Daily and seasonal trends

Regional Analysis

- State-wise comparison
- Urban vs rural usage

Sector Analysis

- Residential, commercial, industrial usage

Visualization & Insights

- Interactive dashboards
- Filters and KPIs

The diagram illustrates a process flow. It starts with a box containing four small icons representing initial ideas. An arrow points to the next stage, which contains four larger boxes representing different analysis categories (Time-Based Analysis, Regional Analysis, Sector Analysis, Visualization & Insights). Each category box contains two specific items. Finally, another arrow points to a final stage represented by three boxes, each showing a complex network or map, indicating the resulting detailed visualizations and insights.

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

Importance
Impact on energy planning & decision-making

Feasibility
Ease of implementation using available data & Tableau

TIP
Participants can use their pointers 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.

Importance	Feasibility	
+	+	<ul style="list-style-type: none"> Electricity demand forecasting Weather impact on electricity consumption Long-term seasonal prediction models
-	+	<ul style="list-style-type: none"> Peak hour electricity usage analysis State wise electricity consumption dashboard Residential vs Industrial usage comparison Interactive time & region filters in tableau
+	-	<ul style="list-style-type: none"> Real-time electricity monitoring Smart grid IoT integration AI-based energy optimization
-	-	<ul style="list-style-type: none"> Monthly summary tables Basic bar and line charts Simple KPI cards