

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	6 February 2026
Team ID	LTVIP2026TMIDS47777
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
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

The screenshot shows the 'Brainstorm & idea prioritization' template. It features a sidebar on the left with a lightbulb icon and a brief description of the template's purpose. Below this are preparation details: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended. The main content area is divided into two columns. The left column, titled 'Before you collaborate', contains three steps: 'A Team gathering' (define participants), 'B Set the goal' (think about the problem), and 'C Learn how to use the facilitation tools' (use facilitation superpowers). Each step has a timer icon indicating duration. The right column, titled 'Define your problem statement', includes a box for entering the problem statement ('How might we [your problem statement]?') and a 'Key rules of brainstorming' section with six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual. Each rule has an associated icon.

## Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm, Idea Listing and Grouping - Build a regional comparison dashboard for electricity usage

- Identify seasonal consumption peaks
- Analyze sector-wise consumption (residential, commercial, industrial)
- Integrate population density data to correlate with energy use - Create time-series graphs for trend analysis
- Add filtering options for dynamic insights
- Use color-coded maps to show consumption intensity
- Link weather and temperature data to electricity spikes
- Compare pre- and post-smart grid implementations
- Predict future consumption using historical data

## Step-3: Idea Prioritization



## **Objective**

To explore electricity consumption data through interactive Tableau dashboards and identify:

- Peak consumption periods
- Regional consumption disparities
- Trends over time (e.g., seasonal, yearly)
- Correlation between population/industrialization and electricity use
- Recommendations for energy optimization