


Ideation Phase

Brainstorm & Idea Prioritization Template




Date	26 June 2025
Team ID	LTVIP2025TMID51636
Project Name	Visualizing Electric Vehicle Trends: An Analysis of Range, Brands, and Powertrain Features Using Tableau
Maximum Marks	4 Marks

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 a long 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 [your problem statement]?





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

2 Brainstrom

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

 10 minutes



You can select a sticky note and then select imas to icons

Pradeep

Visualize EV adoption across Indian states using Tableau to identify high growth regions

Deekshita

Analyze the efficiency vs price of EV brands to understand value for money using dashboards

Murali

Track growth in EV charging stations and range performance over recent years

Irfan

Compare public perception on EVs before and after subsidy or pricing policies

3 Group ideas

Cluster 1; Understanding EV Penetration & Regional Trends

Visualize EV adoption across Indian states using Tableau to identify high-growth regions

Cluster 2; Analyzing Impact of External Influences on EV Sales

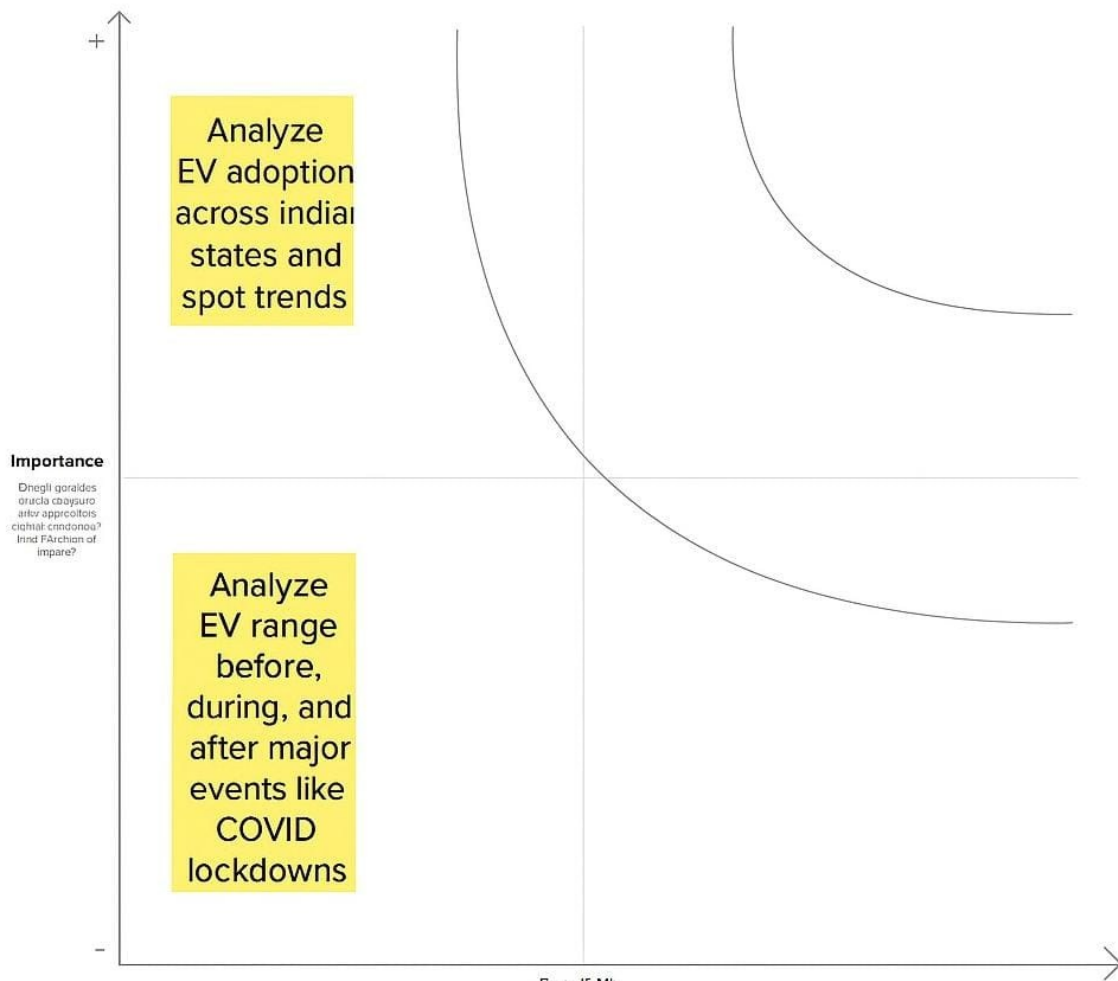
Visualize how pricing, government policies, or fuel cost changes impact EV adoption

Step-3: Idea Prioritization

Your team should alta-45 on the same page about what's important moving forward. Place your areas on the grid to determine which ideas are important.

⌚ 20 minutes

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Submitted Template link:

<https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d3460c24477a5a6fa?sender=u47cabad28f7fc43c7e754820>

Conclusion (Brainstorming & Prioritization)

During the brainstorming process, I explored different ideas related to analyzing electric vehicle (EV) trends in India using Tableau.

The ideas were grouped into key areas:

- Regional EV brand presence
- Efficiency and range patterns
- Powertrain types and market shifts
- Consumer interest and brand impact

I then prioritized the ideas based on their importance and ease of implementation. This helped me decide which topics to focus on while building my Tableau dashboards.

These selected ideas will now guide the next steps—data collection, visualization, and creating a clear, informative Tableau story.