

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	Feb 2026
Team ID	LTVIP2026TMIDS47701
Project Name	Visualization tool for electric vehicle charge & Range 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 problem-solving process. Prioritization helps in selecting the most impactful and feasible ideas. This approach encourages collaboration, innovation, and structured decision-making to arrive at effective solutions.

This template is used to generate, analyze, and prioritize ideas for building a visualization tool that helps understand electric vehicle charging and range performance using data analytics and dashboards.

#### 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  
👤 2-8 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

▶

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

▶

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

▶

#### 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 use EV data visualization to understand charging behavior, range efficiency, and performance trends?

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**

**Brainstorm**

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

10 minutes

**AYASHA**

EV range comparison by model

Fast charging vs normal charging analysis

Charging time vs battery capacity

**SAGAR**

EV adoption trends (India & Global)

Cost efficiency comparison of EV models

EV range vs real-world usage analysis

**AZMAL**

Battery efficiency analysis

Model-wise performance comparison

Charging station availability impact on range

**MOUNIKA**

Battery degradation effect on EV range

Interactive Tableau dashboard

Year-wise improvement in EV range and charging speed

**TIP**

You can select a sticky note to be pinned directly to the sticky note or 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

**Electric Vehicle Charge and Range Analysis**

Vehicle Characteristics

Charging Scenario

Infrastructure Factors

Cost & Market Factors

Data Visualization & Analysis

**TIP**

And remember to keep the sticky notes in order to make it easy to move around the board.

## 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**

For ideas to move forward, you need to have a clear understanding of what's important and what's feasible. The sticky notes should be placed on the grid to help you decide which ideas to move forward with.

**Importance**

**Feasibility**

EV range analysis by model

Charging time vs battery capacity

Interactive dashboards using Tableau

Regional EV adoption trends

Cost vs range efficiency analysis

Advanced predictive analysis (future scope)

**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**

**Share the mural**

Share a view link to this mural or a screenshot to keep them in the loop about the outcomes of the session.

**Export the mural**

Export a copy of the mural as a PNG or PDF to attach to emails, include in a doc, or save to your drive.

**Keep moving forward**

**Strategy blueprint**

Define the components of a new idea or strategy.

**Customer experience journey map**

Understand customer needs, pain points, and desires to improve experience.

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.