

## 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

The screenshot shows a template for a Brainstorm & Idea Prioritization session. It is divided into three main sections:

- Before you collaborate:** A section with a lightbulb icon and a brief description of preparation steps. It includes a timer icon indicating 10 minutes.
- Define your problem statement:** A section with a number 1 icon and a brief description of framing the problem. It includes a timer icon indicating 5 minutes.
- Key rules of brainstorming:** A summary of five rules with corresponding icons: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

On the left side of the interface, there is a vertical sidebar with the word "Template" and a blue decorative bar.

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

**2**

**Brainstorm**

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

⌚ 10 minutes

**3**

**Group ideas**

Take turns sharing your idea 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 break it up into smaller sub-groups.

⌚ 20 minutes

**AYASHA**

EV range comparison by model	Fast charging vs normal charging analysis	Charging time vs battery capacity
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
Battery degradation effect on EV range	Interactive Tableau dashboard	Year-wise Improvement in EV range and charging speed

**MOUNIKA**

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graph TD
    A[Vehicle Characteristics] --> B[Charging Scenario]
    B --> C[Infrastructure Factors]
    C --> D[Cost & Market Factors]
    D --> E[Data Visualization & Analysis]
    
```

## 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

**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.

The matrix has 'Importance' on the vertical axis and 'Feasibility' on the horizontal axis. Ideas are plotted as purple boxes:

- Regional EV adoption trends**: High Importance, High Feasibility
- EV range analysis by model**: High Importance, Medium Feasibility
- Charging time vs battery capacity**: Medium Importance, High Feasibility
- Interactive dashboards using Tableau**: Medium Importance, Medium Feasibility
- Cost vs range efficiency analysis**: Medium Importance, Low Feasibility
- Advanced predictive analysis (future scope)**: Low Importance, Low Feasibility

**Quick add-ons**

- Share the mural**: Share a view link to it or embed it in a shared document to keep track of the progress 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 it for later.

**Keep moving forward**

- Strategy blueprint**: Define the components of a new idea of strategy. [Open the template →](#)
- Customer experience journey map**: Understand customer needs, motivations, and barriers to an experience. [Open the template →](#)
- Strengths, weaknesses, opportunities & threats**: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template →](#)