

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS37333
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom 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 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 number 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 'Template' section of the Mural Brainstorm & Idea Prioritization template. It is divided into three main vertical columns:

- Left Column:** Contains a lightbulb icon, the title "Brainstorm & idea prioritization", a brief description encouraging team collaboration, and preparation time: 10 minutes to prepare, 1 hour to collaborate, and 2-5 people recommended.
- Middle Column:** Titled "Before you collaborate". It includes:
  - A Team gathering:** Participants: Data analysts, economics students, a mentor/facilitator; Invite shared in advance with project title and dataset I.
  - 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:** Google Sheets (for live idea capture), Miro or Mural (for mapping), and Google Meet/Zoom (for collaboration). A "Open article" button is present.
- Right Column:** Titled "Define your problem statement". It includes:
  - PROBLEM:** "How might we evaluate and visualize economic freedom to better understand its influence on prosperity across countries?"
  - Key rules of brainstorming:** To run a smooth and productive session. Rules include: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and 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

TIP

Not yet added a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1  
Visualize GDP vs Freedom Score  
Create heatmap  
Analyze income inequality

Person 2  
Draw correlation chart  
Create correlation matrix

Person 3  
Determine regions by continent  
Analyze data pipeline

Person 4  
Compare GDP scores  
The more data the better

Person 5  
Compare economic development  
Analyze income inequality

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 break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add descriptive tags to sticky notes to make them easier to find, because organize and categorize important ideas as themes within your notes.

#### 1. Data Visualization

- Visualize GDP vs Freedom Score
- Heatmaps of economic freedom by region

#### 2. Statistical Analysis

- Correlate with literacy rate
- Analyze income inequality impact

#### 3. Machine Learning & Prediction

- Cluster countries by continent
- Automate data pipeline

## 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

Participants can use their cursors to point at where sticky notes should go on the grid. They can then click to confirm the spot by using the **H key** on the keyboard.

