

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	02 January 2026
Team ID	LTVIP2026TMIDS38933
Project Name	Visualization Tool for Electric Vehicle Charge and 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 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 first step of the template, titled "Before you collaborate". It includes a lightbulb icon and a brief description of the preparation process. Below this, there are three sub-steps: "Team gathering", "Set the goal", and "Learn how to use the facilitation tools". Each sub-step has a small icon and a brief description. To the right, there is a "PROBLEM" section with a placeholder "How might we [your problem statement]?", a "Key rules of brainstorming" section with six rules, and a "Facilitation Superpowers" section with five icons.

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](#)

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Facilitation Superpowers

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⌚ 10 minutes

TIP
You can select a sticky note and hit the pencil icon to start drawing!

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 customizable tags to sticky notes to make it easier to find, browse, organize, and search for specific ideas as themes within your mural.

Step-3: Idea Prioritization

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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

Importance
If each of these tasks could get done with any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

TIP
Participants can use their cursor to point at where sticky notes should go on the grid. They can then confirm the spot by using the laser pointer holding the M key on the keyboard.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Selected Problem Statement:

Electric vehicle users often face difficulty in understanding charging performance, battery efficiency, and driving range across different EV models due to scattered and complex data. A visualization-based dashboard can help users easily analyze EV charging speed and range characteristics.

Team Discussion Outcome:

- Users need clear comparison of EV range.
 - Charging speed information should be easy to understand.
 - Visualization helps quick decision making.
 - Users want dashboard-based insights.
 - Range vs price comparison is important.
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Step-2: Brainstorm, Idea Listing and Grouping

Idea List

- EV dataset collection
 - Data preprocessing
 - Range comparison charts
 - Charging speed visualization
 - Efficiency analysis
 - Price vs range analysis
 - Dashboard development
 - Interactive filters
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Idea Grouping Group 1

– Core Features

- Data preprocessing
- Visualization dashboard
- Range analysis
- Charging analysis

Group 2 – Support Features

- Filters & comparisons
- Price analysis
- Efficiency charts
- Download reports

Group 3 – Advanced Features

- Predictive range analysis

- User customization
 - Recommendation system
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Step-3: Idea Prioritization

Idea	Impact	Effort	Priority
Dashboard Visualization	High	Medium	High
Range Analysis	High	Low	High
Charging Analysis	High	Medium	High
Price Analysis	Medium	Low	Medium
Report Download	Medium	Medium	Medium
Prediction Feature	High	High	Low

Final Selected Features:

- Data preprocessing
- Visualization dashboard
- Range analysis
- Charging analysis
- Comparative insights