

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID51141
Project Name	Plugging into the future:- An Exploration of Electricity Consumption Patterns Using Tableau
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>

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  
👤 2-5 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**

Defining key stakeholders (data analysts, energy experts, domain specialists, Tableau users) who should participate in analyzing electricity consumption. Sending invitations and sharing pre-reading materials on the project's objectives and available data sources.

**B Set the goal**

Clearly articulate the specific questions we aim to answer regarding electricity consumption patterns (e.g., identifying peak usage times, understanding seasonal trends, comparing consumption across different demographics/regions, impact of external factors). Defining what insights we expect to gain using Tableau.

**C Learn how to use the facilitation tools**

Familiarize yourselves with the collaborative features of Tableau (e.g., sharing dashboards, commenting, version control) and any other virtual collaboration tools (e.g., screen sharing, digital whiteboards) that will enhance our data exploration and brainstorming sessions. Reviewing best practices for remote data analysis and visualization collaboration.

[Open article](#) →

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#### Define your problem statement

What key insights or understanding are we trying to gain from electricity consumption data? Frame this challenge as a "How Might We" statement that will guide our exploration and visualization efforts using Tableau.

🕒 5 minutes

PROBLEM

How might we visualize electricity consumption patterns in Tableau to reveal key insights?



#### 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

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### Brainstorm

Brainstorm all potential ideas related to visualizing and analyzing electricity consumption patterns using Tableau. Think about data sources, types of visualizations, key metrics, potential insights, and analytical approaches that address our problem statement: "How might we visualize electricity consumption patterns in Tableau to reveal key insights?"

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

🕒 10 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

3

### Group ideas

Share your brainstormed ideas aloud. As ideas are presented, collaboratively cluster similar or related notes into logical groups. For each cluster of ideas, collaboratively define a clear, concise, sentence-long label that summarizes its theme (e.g., "Data Sources & Preparation," "Key Visualizations," "Insight Generation," "User Interactivity"). If any cluster becomes too large, consider breaking it down into more specific sub-groups to ensure clarity and actionable focus within our Tableau exploration.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

🕒 20 minutes

Step-3: Idea Prioritization

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Prioritize

Prioritizing Solutions for Electricity Consumption Insights: Now that we have a range of ideas for exploring electricity consumption patterns with Tableau, it's time to prioritize them. As a team, collaboratively plot each idea on this Importance-Feasibility matrix. This will help us identify which ideas are most critical for achieving valuable insights and are realistically implementable given our resources and time.

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

20 minutes

