

Ideation Phase

Brainstorm & Idea Prioritization

Date	28 June, 2025
Team ID	LTVIP2025TMID49302
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

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

Problem Statement: How can we present global economic freedom data in a way that is visually engaging, easy to explore, and meaningful for both policy analysts and general users?

Step-2: Brainstorm, Idea Listing and Grouping

Brainstormed Ideas:

- Integrate country clustering based on economic metrics
- Add interactive time sliders to explore trends
- Include AI-generated summary cards for each country
- Design storytelling captions per visualization
- Introduce predictive “freedom forecast” scores
- Provide regional comparison toggles
- Use color psychology to suggest freedom intensity
- Animate transitions between stories/visual stages

Idea Grouping:

1. Visualization Features: clustering, sliders, color psychology
2. Narrative Elements: captions, animated transitions
3. AI-Driven Insights: summary cards, forecasts
4. User Controls: region toggles, interactive filters

Step-3: Idea Prioritization

# Idea	Impact	Effort	Priority	Notes
1 Storytelling Captions	High	Low	High	Enhances clarity with minimal effort; boosts engagement and comprehension
2 Country Clustering	High	Medium	High	Identifies group trends; useful for data pattern recognition
3 Region Toggle	Medium	Low	High	Allows easy regional filtering; improves user interaction
4 AI Summary Cards	Medium	High	Medium	Adds auto-generated summaries; requires integration effort
5 Predictive “Freedom Forecast”	High	High	Medium	Powerful insights; needs advanced modelling & validation
6 Color-Coded Sentiment Cues	Low	Medium	Low	Visually appealing; less essential for core functionality