

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	13 June 2025
Team ID	LTVIP2025TMID51709
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.


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




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
 2-8 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

 **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


 **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

 **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →


 **Define your problem statement**


What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.


 5 minutes


PROBLEM


Utility companies lack detailed insights into electricity usage across sectors and seasons, making it hard to plan supply and reduce costs. This project uses Tableau to analyze and visualize consumption patterns for better energy management


 **Key rules of brainstorming**
To run a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

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 (switch to sketch) icon to start drawing!

Person 1

Track electricity consumption hourly across a day to find peak times.

Compare weekday vs weekend usage trends.

Show time-of-day usage across regions.

Add alerts/indicators for peak times.

Person 3

Recommend energy-saving tips during high-usage seasons.

Forecast peak load months using past data.

Show how weather affects electricity usage.

Analyze seasonal variation in usage across years.

Person 2

Visualize sector-wise electricity usage (residential, industrial, commercial).

Highlight energy-wasting sectors.

Show monthly bills or usage per sector to identify high-demand patterns.

Compare energy efficiency between sectors.

Person 4

Add user-friendly tips based on usage patterns.

Include gamification to encourage off-peak usage.

Recommend customized energy-saving plans for consumers.

Visualize renewable energy usage vs traditional sources.

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 see if you can 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 categorize important ideas as themes within your mural.

Time-of-Day Analysis Focus

Track electricity consumption hourly across a day to find peak times.

Compare weekday vs weekend usage trends.

Show time-of-day usage across regions.

Add alerts/indicators for peak times.

Sector-Based Focus

Visualize sector-wise electricity usage (residential, industrial, commercial).

Highlight energy-wasting sectors.

Show monthly bills or usage per sector to identify high-demand patterns.

Compare energy efficiency between sectors.

Seasonal & Predictive Focus

Recommend energy-saving tips during high-usage seasons.

Forecast peak load months using past data.

Show how weather affects electricity usage.

Analyze seasonal variation in usage across years.

User Engagement & Optimization Focus

Add user-friendly tips based on usage patterns.

Include gamification to encourage off-peak usage.

Recommend customized energy-saving plans for consumers.

Visualize renewable energy usage vs traditional sources.

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

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.

