

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID50902
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 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



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

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.

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1

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

How might we [your problem statement]?

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

2

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 DRAWING) icon to start drawing!

Person 1	Person 2
Create an interactive Tableau dashboard showcasing the Economic Freedom Index (EFI) across different countries	Cluster countries based on EFI subcomponents (e.g., tax burden, property rights) to discover patterns.
Compare EFI with GDP per capita to identify correlation between economic freedom and wealth.	Develop a "Freedom Scorecard" that ranks countries by overall EFI and its key contributing factors.
Incorporate a time-series animation showing changes in EFI over the past decade	Compare EFI with Human Development Index (HDI) and Corruption Perception Index.
Use color-coded maps to show high and low EFI regions (e.g., heatmaps or choropleth maps).	Provide country-level deep dives explaining why some nations rank high or low in EFI.
Person 3	Person 4
Highlight top 5 improvers and decliners in EFI over the past 5 years with insights.	Predict future EFI trends using historical data and regression modeling
Evaluate the impact of political stability or democracy level on economic freedom.	Identify outliers: countries with high EFI but low GDP or vice versa and explain anomalies.
Create a comparative study between continents or economic blocs (e.g., EU, ASEAN, BRICS).	Propose policy recommendations for low-scoring countries to improve their EFI standing.
	Visualize change in Economic Freedom over 10 years

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 CUSTOMER IDEAS TO PROXY NOTES TO MAKE IT EASIER TO FIND, LOCATE, ORGANIZE, AND CATEGORIZE IMPORTANT IDEAS OR THEMES WITHIN YOUR ROUND.

Cluster 1:
"Visualizing
Global
Economic
Freedom
Patterns"

Cluster 2:
"Understanding
the Economic
Impact of
Freedom"

Cluster 3:
"Analyzing
Trends and
Country
Performance
Over Time"

Cluster 4:
"Clustering
and
Comparative
Analysis"

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

PROXYNOTES CAN USE THEIR OWNERS TO POINT OUT WHERE STICKY NOTES SHOULD GO ON THE GRID. THE PROXYNOTES CAN CONTRIBUTE TO THE TEAM BY USING AN IDEAL POINTING TOOL TO SAY AS THE PROXYNOTES.

