

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 Jan 2026
Team ID	LTVIP2026TMIDS24158
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

Brainstorming creates an open and supportive environment where all team members can freely share their ideas. The focus is on generating a wide range of ideas without immediate evaluation. Creative and unique thoughts are encouraged, and team members build upon each other's suggestions to develop effective solutions. This collaborative approach helps explore multiple perspectives and identify practical ways to solve problems, even when working remotely.

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

**Brainstorm & idea prioritization**

Use this brainstorming approach to explore electricity consumption patterns and generate meaningful ideas for dashboard development using Tableau. This method encourages creativity and collaboration, even when team members are working remotely.

⌚ 10 minutes to prepare  
💡 1 hour to collaborate  
👥 2-8 people recommended

**Before you collaborate**

A small amount of preparation helps make the brainstorming session effective.

⌚ 10 minutes

**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 visualize electricity consumption patterns using Tableau to help stakeholders make informed energy decisions?

**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.

#### Step-2: Brainstorm, Idea Listing and Grouping

**Brainstorm**

In this phase, a wide range of ideas were generated to explore electricity consumption patterns using Tableau. The brainstorming session focused on identifying how electricity usage varies across regions, seasons, sectors, and time. All ideas were recorded without evaluation to encourage creativity and ensure diverse perspectives on electricity demand and consumption behavior.

⌚ 10 minutes

Meghana Comparing electricity consumption across different regions to identify high and low usage areas.	Naimisha Analyzing seasonal variations and identifying peak electricity consumption periods.	Srivalli Examining electricity usage by sector, including residential, commercial, and industrial sectors.	Rej Verdhan Studying the relationship between population density and electricity consumption.
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Creating time-series visualizations to track electricity consumption trends over time.

**Group ideas**

After brainstorming, the generated ideas were reviewed and grouped based on their similarity and purpose to better structure the dashboard design and analysis approach.

⌚ 20 minutes

**Group Ideas**

**1. Consumption Pattern Analysis**

- Regional electricity consumption comparison
- Sector-wise electricity usage analysis

**2. Trend and Time-Based Analysis**

- Seasonal variation and peak demand analysis
- Time-series visualizations of electricity consumption trends

**3. Demand Influencing Factors**

- Relationship between population density and electricity consumption

## Step-3: Idea Prioritization

