

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

- Team gathering**
Identify participants and share relevant project details related to electricity consumption analysis in advance.
- Set the goal**
Focus on analyzing electricity usage patterns, seasonal variations, peak demand periods, and sector-wise consumption.
- Learn how to use the facilitation tools**
Use collaborative tools to ensure smooth idea sharing and productive discussions.
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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 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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 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.

Srivelli

Examining electricity usage by sector, including residential, commercial, and industrial sectors.

Raj Vardhan

Studying the relationship between population density and electricity consumption.

Creating time-series visualizations to track electricity consumption trends over time.

3 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

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

