

IdeationPhase

Brainstorm & Idea Prioritization Template

Date	31January 2025
Team ID	LTVIP2025TMID49020
Project Name	Visualization tool for electric vehicle charge and range analysis
Maximum Marks	4Marks

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

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 focus of your brainstorm.
⌚ 5 minutes

PROBLEM
Visualization tool for electric vehicle charge and range analysis

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 sketch) icon to start drawing!

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Person 1

I will explore how **EV price** relates to **driving range** across **different countries**. This can help highlight value-for-money vehicles and market differences in pricing vs performance.

Person 2

My focus will be on **mapping EV charging station locations** using **geospatial visualizations**. This will show areas with dense infrastructure versus underdeveloped zones.

Person 3

I'll analyze **energy efficiency (Wh/km)** of EVs from different brands to identify the most efficient models. This is critical for sustainability-focused buyers and insights.

Person 4

I'll deep dive into the **Indian EV market**, comparing models based on style, price range, boot space, and capacity. This will help localize the dashboard for Indian users.

Person 5

I will analyze trends in **drivetrain types** like FWD, RWD, and AWD to see how they are distributed across different vehicle segments and brands.

Person 6

I will analyze trends in **drivetrain types** like FWD, RWD, and AWD to see how they are distributed across different vehicle segments and brands.

Person 7

My contribution will be to study **plug type compatibility** across models and regions. Knowing which plug types are common can help assess infrastructure adaptability.

Person 8

I will create a **story-driven visualization** showing top EVs based on **seating capacity**, helping users understand which models best suit their family or group needs.

Person 4

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

