

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 Jan 2026
Team ID	LTVIP2026TMIDS25025
Project Name	Plugging into the Future: An exploration of electricity
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.

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

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 help users easily understand and analyze electricity consumption patterns to improve energy efficiency?



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

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

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Interactive state-wise comparison dashboard	Monthly and yearly consumption trend analysis	Peak demand identification
Sector-wise consumption breakdown (residential, industrial, etc.)	Forecast future electricity demand	Highlight high and low consumption states
Energy efficiency recommendation system	Real-time data visualization	Alert system for unusual consumption spikes

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

Understanding Consumption Patterns

State-wise comparison dashboard
Monthly/yearly trend analysis

Sector-wise breakdown
High & low consumption states

Monitoring & Control

Peak demand identification
Unusual consumption spike alerts

Real-time data visualization

Easy Access & Usability

Simple and user-friendly interface
Filter options (state, year, sector)

Downloadable reports

Planning & Improvement

Planning & Improvement

Future demand forecasting

Energy efficiency recommendations

Sustainability & Decision Support

Renewable energy comparison
Carbon emission impact analysis

Support for government planning

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

