

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 an 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

PAVANI

Interactive
state-wise
comparison
dashboard

Monthly and
yearly
consumption
trend analysis

Peak
demand
identificatio
n

Sector-wise
consumption
breakdown
(residential,
industrial,
etc.)

Forecast
future
electricity
demand

Highlight
high and
low
consumption
states

Energy
efficiency
recommend
ation 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

Planning & Improvement

Future
demand
forecasting

Energy efficiency
recommendations

Easy Access & Usability

Simple
and user-
friendly
interface

Filter
options
(state, year,
sector)

Downloadable
reports

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

