

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	22 June 2025
Team ID	LTVIP2025TMID51428
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
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.

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](#) →

### 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 make the Index of Economic Freedom data more **accessible, interactive, and insightful** so that analysts and decision-makers can easily compare countries, identify weaknesses, and drive policy reforms?

#### 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

**TIP**  
You can select a sticky note and hit the pencil (click to select) icon to start drawing!

### 3 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

**TIP**  
And customize tags to sticky notes to make it easier to find, browse, organize, and categorize relevant ideas at a glance within your mural.

#### Person 1

- Create a country comparison tool using drop downs
- Use color - coded bar charts to show strong vs weak pillars of economic freedom
- Add brief country summaries explaining what high or low scores mean

#### Person 2

- Make an interactive dashboard with filters for region , income group and freedom score
- Include a bubble chart showing GDP vs overall freedom score
- Add tooltips that show extra info when hovering over a score

#### Person 3

- Show time-series trends to highlight if a country is improving or declining
- Include real policy suggestions based on low scores
- Tag countries with Needs Improvement for certain pillars

#### Person 4

- Use country flags and icons for better visual appeal
- Replace technical terms with simpler explanations
- Design a mobile - friendly view of the dashboard for easier access on phones

### Data Exploration & Comparision

- Country comparision tool with dropdowns
- Filters for region , income group , and scores
- Time - series trends to show improvements/ declines

### Simplification & Interpretation

- Brief country summaries in simple language
- Replace technical terms with simpler labels
- Real policy suggestions based on low scores

### Visual Design & Interaction

- Color - coded bar charts for score strength
- Tooltips on hover for extra info
- Use flags / icons for better visual engagement

### Accessibility & Usability

- Mobile - friendly version of the dashboard
- Bubble chart showing GDP vs freedom score
- Tag countries needing improvement in certain pillars

## Step-3: Idea Prioritization



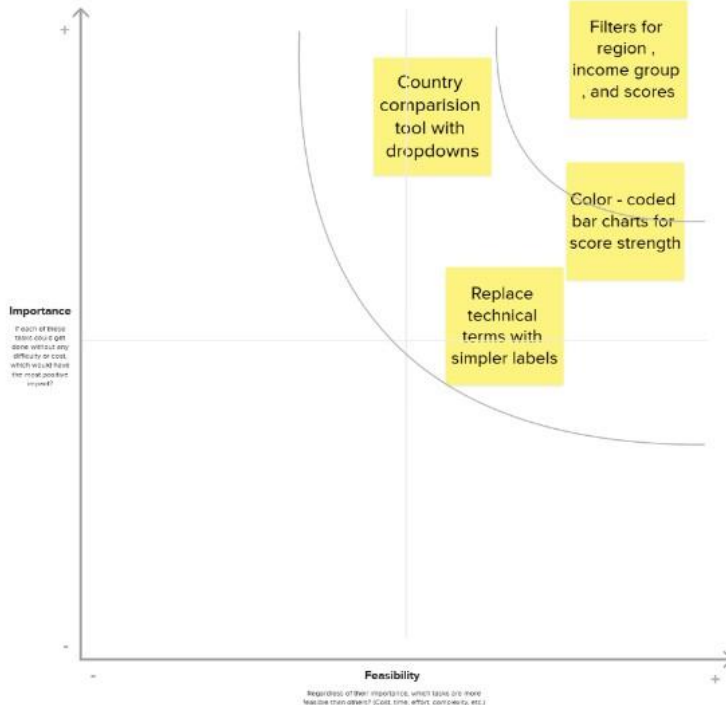
### Prioritize

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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the spacebar while holding the H key on the keyboard.



### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)