

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	LTVIP2025TMID49866
Project Name	Visualization Tool for Electric Vehicle Charge and Range 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.

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

Template

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 be the focus of your brainstorm.

🕒 5 minutes

Problem Statement: Develop a Tableau-based visualization tool to analyze and present electric vehicle (EV) charge and range data, enabling stakeholders to make data-driven decisions for optimizing EV performance and infrastructure.

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 in the pencil (pen) to search 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 Add custom icons to sticky notes to make it easier to find, browse, organize, and categorize important ideas as you work with your mural.

Person 1

- 1 Real Time Charge Monitoring Dashboard
 - Visualizes how temperature, range, and energy charging status.
 - Alerts for low battery and suggests optimal charging times.

Person 2

- 1 EV Performance Comparison Tool
 - Compares range, charging speed, and efficiency across different EV models.
 - Filters by brand, battery type, and price range.

Person 3

- 1 Weather Impact Analysis
 - Visualizes how temperature and climate affect battery performance.
 - Predicts range reduction in extreme hot/cold conditions.

Person 4

- 1 Charging Station Heatmap
 - Visualizes high-demand charging locations based on usage data.
 - Recommends optimal times to avoid congestion.

Person 5

- 1 Route Planner with Range Optimization
 - Integrates with GPS to suggest routes with charging stops.
 - Adjusts for elevation, traffic, and battery drain.

Person 6

- 1 Battery Health & Degradation Tracker
 - Monitors long-term battery capacity loss.
 - Provides maintenance tips to prolong battery life.

Person 7

- 1 Cost Analysis & Savings Calculator
 - Compares charging costs (home vs. public stations).
 - Estimates savings vs. traditional fuel vehicles.

Person 8

- 1 User Behavior & Driving Pattern Insights
 - Analyzes driving habits (speed, acceleration) affecting range.
 - Suggests eco-friendly driving techniques.

Grouping by Themes:

Category	Ideas
1)Real-Time Monitoring	1.5
2)Comparative Analysis	2.7
3)Environmental Factors	3.6
4)Infrastructure & Usage	4.8

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

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 laser pointer (holding the H key on the keyboard).

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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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 →](#)