

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	3 February 2026
Team ID	LTVIP2026TMIDS82973
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. In our EV Charge and Range Analysis project, brainstorming helped us generate creative ideas around vehicle comparison, performance, and charging infrastructure. Each team member contributed freely, and we grouped similar ideas into meaningful clusters. This open collaboration led to practical, visual solutions that were later prioritized based on importance and feasibility for implementation in Tableau.

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



Brainstorm & idea prioritization

Before you collaborate

This session focuses on generating ideas for a visual solution that supports EV buyers in India. We've gathered relevant datasets and understood the needs of first-time EV users. Team members are familiar with basic Tableau and data handling.

A Team gathering

Participants in this session have a good understanding of EV adoption trends. They were invited to the Mural board and provided with an overview of the datasets related to EV models, specifications, and charging station locations.

B Set the goal

We aim to generate meaningful ideas that help EV buyers compare vehicle models, analyze performance, and find charging stations. Our goal is to turn raw EV data into a user-friendly visual dashboard that supports smart decision-making.

1 Define your problem statement

To guide our brainstorming, we rephrased our main problem as a "How Might We" question that encourages solution-focused thinking.

PROBLEM

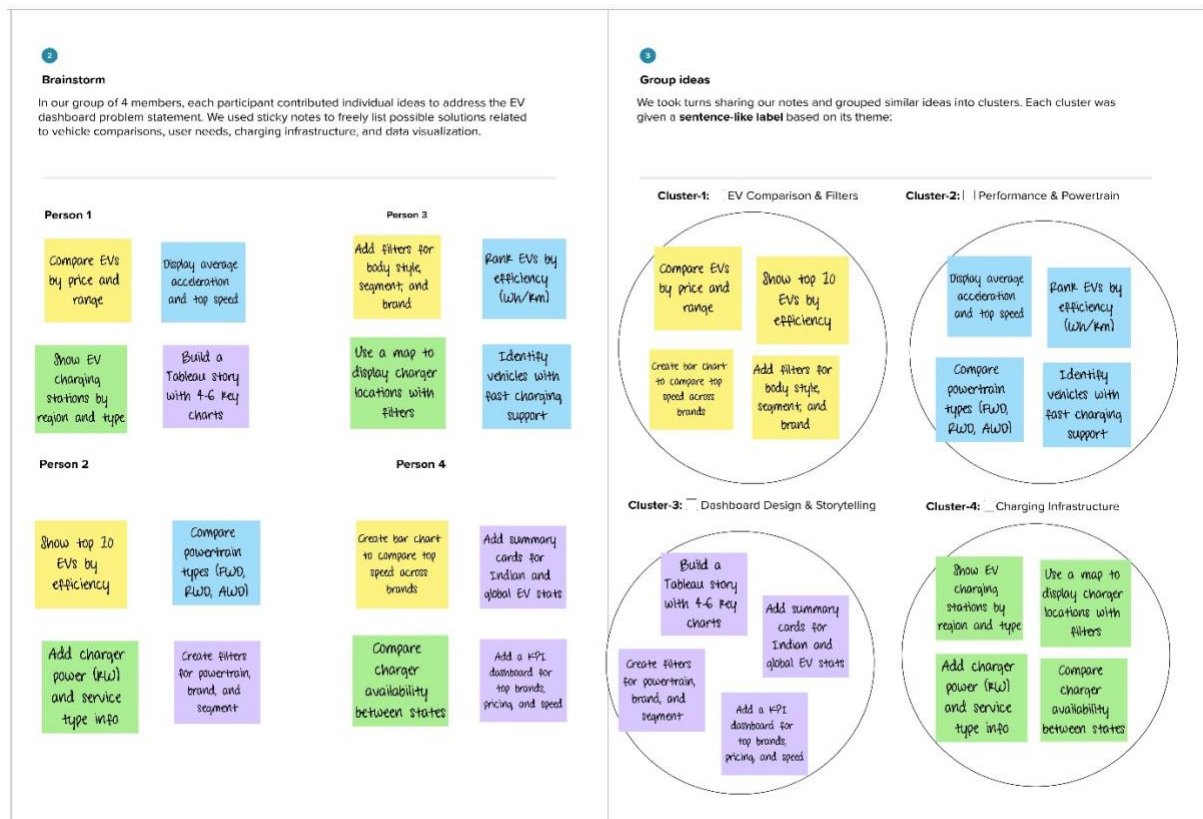
How might we help EV buyers in India compare electric vehicle models and locate charging stations using an interactive dashboard?

Key rules of brainstorming

To run an 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:



Step-3: Idea Prioritization:

