

Ideation Phase

Brainstorm & Idea Prioritization

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| Date | 24 Jan 2025 |
| Team ID | LTVIP2026TMIDS38849 |
| 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.

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

The screenshot shows a digital template for a brainstorming session. At the top right, there's a vertical sidebar with the text "LTVIP2026TMIDS38849". The main area is divided into three columns:

- Left Column:** Contains a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below it, a note says: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate", it includes a note: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." A timer icon indicates "10 minutes". Below this are three steps:
 - 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." A "Open article" button is provided.
- Right Column:** Titled "Define your problem statement", it asks: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A timer icon indicates "5 minutes". Below this is a "PROBLEM" section with the text: "How might we help EV buyers, policy makers, and stakeholders explore electric vehicle performance, pricing, and charging infrastructure in India more effectively using interactive dashboards and data storytelling?"

At the bottom left, there's a "Need some inspiration?" section with a grid of small icons and a "Open example" button. On the far right, a "Key rules of brainstorming" box lists six rules with corresponding icons:

- 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

1 Brainstorm

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

⌚ 10 minutes

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all ideas have been grouped, give each cluster a descriptive label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

⌚ 20 minutes

Step-3: Idea Prioritization

