

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 20 June 2025 |
| Team ID | LTVIP2025TMID49241 |
| 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

The screenshot displays the 'Brainstorm & Idea Prioritization' template interface. It features a vertical blue sidebar on the left labeled 'Template'. The main content area is divided into three columns:

- Before you collaborate:** This section includes a lightbulb icon, a brief description of preparation steps, and a timer indicating 10 minutes. It lists tasks: A. Team gathering (participants: Data analysts, economics students, a mentor/facilitator, invite shared in advance with project title and dataset I), B. Set the goal (think about the problem you'll be focusing on solving in the brainstorming session), and C. Learn how to use the facilitation tools (Google Sheets for live idea capture, Miro or Mural for mapping, and Google Meet/Zoom for collaboration). There is also a link to an article.
- Define your problem statement:** This section includes a lightbulb icon, a brief description of framing the problem as a 'How Might We' statement, and a timer indicating 5 minutes. It contains a box titled 'PROBLEM' with the text: "How might we evaluate and visualize economic freedom to better understand its influence on prosperity across countries?"
- Key rules of brainstorming:** This section includes a lightbulb icon, a brief description of running a smooth and productive session, and a list of 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

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Brainstorm

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

⌚ 10 minutes

TIP

Not yet selected a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1
Visualize GDP vs Freedom Score
Create heatmap
Analyze income inequality

Person 2
Draw scatter plot on paper
Create correlation matrix
Analyze income inequality

Person 3
Understand living below the poverty line
Analyze job market
Analyze income inequality

Person 4
Compare life expectancy
The number of foreign workers
Analyze income inequality

Person 5
Compare economic development
Analyze income inequality

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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 descriptive tags to sticky notes to make them easier to find, because organize and categorize important ideas as themes within your results.

1. Data Visualization

- Visualize GDP vs Freedom Score
- Heatmaps of economic freedom by region

2. Statistical Analysis

- Correlate with literacy rate
- Analyze income inequality impact

3. Machine Learning & Prediction

- Cluster countries by continent
- Automate data pipeline

Step-3: Idea Prioritization

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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. They can then click to confirm the spot by using the **H key** on the keyboard.

