


Ideation Phase

Brainstorm & Idea Prioritization Template




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| Date | 31 Jan 2026 |
| Team ID | LTVIP2026TMIDS24926 |
| Project Name | Visualization Tool For Electric Vehicle Charge And Range Analysis |
| Maximum Marks | 4 Marks |

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

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

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


There is a lack of visual tools to easily analyze electric vehicle (EV) charge levels and driving ranges. Our project aims to build an interactive Tableau dashboard to simplify EV data exploration. This helps users make informed decisions based on battery capacity, range, and price.





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

TP You can brainstorm a strategy, process, or product idea, but not a business model or strategy.

| Samuel Olayo Ajayi | Shawn | Natasha | Stefan Kramar |
|--|--|---|---|
| Developed filters to sort EVs by price brackets. | Used average and maximum values to highlight top performers in each price range. | Created bar charts to compare driving ranges across EV brands. | Summarized key insights like "Higher price doesn't always mean higher range." |
| Added interactive filters for brand-wise charge level comparisons. | Grouped EVs into range categories (e.g., below 200km, 200-400km). | Linked battery capacity and range using dual-axis visualizations. | Ensured the dashboard is easy to use for non-technical users. |

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

TP Avoid cluttering your board by adding more notes to a cluster or adding too many clusters. Instead, use the space to highlight key insights.

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|------------------------|---|---|--|
| Group 1: visualization | Add tooltips showing exact percentage and brand names when hovering over charge segments. | Show charge level trends over time (if time-based data exists). | Use conditional formatting (e.g., red for <20% charge) to grab user attention. |
| Group 2: Analysis goal | Compare theoretical vs real-world range (if available in data). | Highlight outliers or extreme performers using labels or icons. | |
| Group 3: Dashboard | Use treemap charts to compare market share based on price and brand. | Add a filter to compare EVs within user-selected budget limits. | |

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

TP Participants can use the arrows to sort ideas. Story notes should go on the grid. The facilitator can confirm the story by using the arrow pointer to click the H key on the keyboard.

Filled Map - Colors regions (states or countries) based on values like average range or EV count.

Symbol Map - Displays data points (like EV stations) as dots on a map using city or GPS data.

Density Map - Shows data concentration (e.g., EV hotspots) with heatmap-style gradients.

Importance

If such of your ideas could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Dependent on how important, what level of a new business idea is? (Low, Medium, High, Very High, etc.)

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 photo 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](#)