

# Ideation Phase

## Brainstorm & Idea Prioritization Template

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

**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

**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](#)

**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

**2 Brainstorm**

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

⌚ 10 minutes

Kamala Chitra (Jyoti)	Suniti	Mariya	Siddhanta
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 break it up into smaller sub-groups.

⌚ 20 minutes

Group 1: visualization	
Add highlights showing highest percentage and brand name when hovering over charge segments.	Show charge level trends over time (if time-based data exists).
Group 2: Analysis goal	
Compare theoretical vs recommended 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

**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 so the mural will synchronize to keep track of the good outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PDF 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 challenges for an experience.  
[Open the template →](#)
- SWOT, strengths, weaknesses, opportunities & threats**  
Analyze strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)