

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	6 february 2026
Team ID	LTVIP2026TMIDS74269
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
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



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.

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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
How might we [your problem statement]?

Key rules of brainstorming
To run a 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

Brainstorm, Idea Listing and Grouping - Build a regional comparison dashboard for electricity usage

- Identify seasonal consumption peaks
- Analyze sector-wise consumption (residential, commercial, industrial)
- Integrate population density data to correlate with energy use - Create time-series graphs for trend analysis
- Add filtering options for dynamic insights
- Use color-coded maps to show consumption intensity
- Link weather and temperature data to electricity spikes
- Compare pre- and post-smart grid implementations
- Predict future consumption using historical data

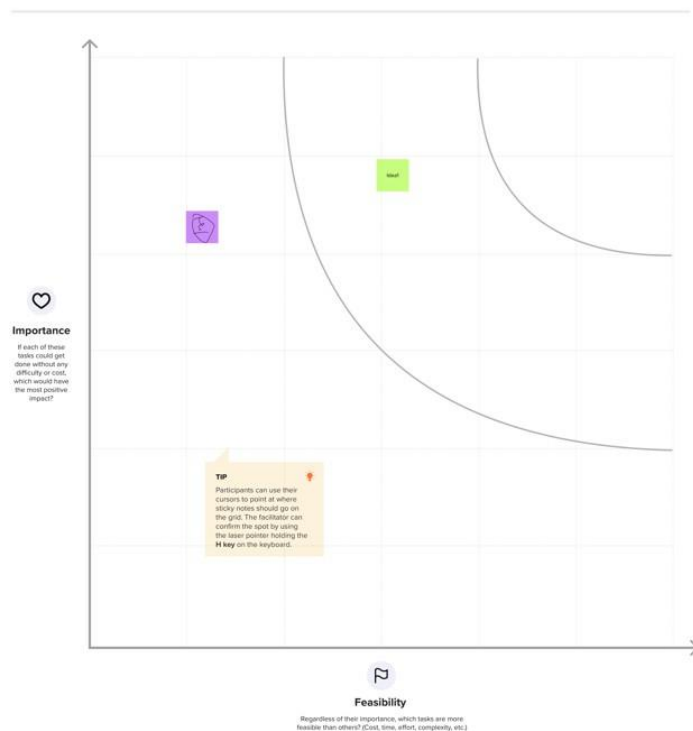
Step-3: Idea Prioritization

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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



Objective

To explore electricity consumption data through interactive Tableau dashboards and identify:

- Peak consumption periods
- Regional consumption disparities
- Trends over time (e.g., seasonal, yearly)
- Correlation between population/industrialization and electricity use
- Recommendations for energy optimization