Brainstorm & Idea Prioritization Template

Date	**20 June 2025**
Team ID	LTVIP2025TMID48502
Project name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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Brainstorming sessions offer a collaborative space where team members contribute freely , explore creative ideas, and develop innovative solutions without limitations.

Emphasizing idea quantity over perfection, this process encourages open participation, constructive input, and imaginative thinking.

Use this template to guide your brainstorming sessions, especially in collaborative analytics projects—even when team members are working remotely.

Project Title:

Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

project Overview:

In this project, our team of five data analysts set out to explore and visualize the state of economic freedom across countries and over time. Leveraging Tableau dashboards, we aimed to uncover how different components of economic freedom correlate with national prosperity and governance.

Primary Research Questions:

1. How does economic freedom vary across countries and years?

2. Which trends and indicators in the Economic Freedom Index can guide policymakers toward improved economic outcomes?

Task Allocation:

Roles and responsibilities were distributed based on each team member's strengths:

煉 Data Cleaning & Transformation

煉 Exploratory Data Analysis

煉 Visualization Design in Tableau

煉 Insights Interpretation & Reporting

煉 Presentation & Documentation

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 along way with this session. Here's what you need to do to get going.

10 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

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 help myCraft better understand and improve toy sales performance across regions and time using clear, interactive ideas/dashboards?

Key rules for brainstorming

To run an 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

Brainstorm

Write down anyideas that come to mind
that address your problem statement.

10 minutes

Sneha Alisetty

Binding minimum wage laws	Reducing tax burden	Providing law enforcement

Tharugu Sreelakshmi

Reducing corruption	echnological advancement	Creating more jobs

N Sreelatha

Increasing productivity	Excessive power of firms	reducing poverty

NasinaSriram

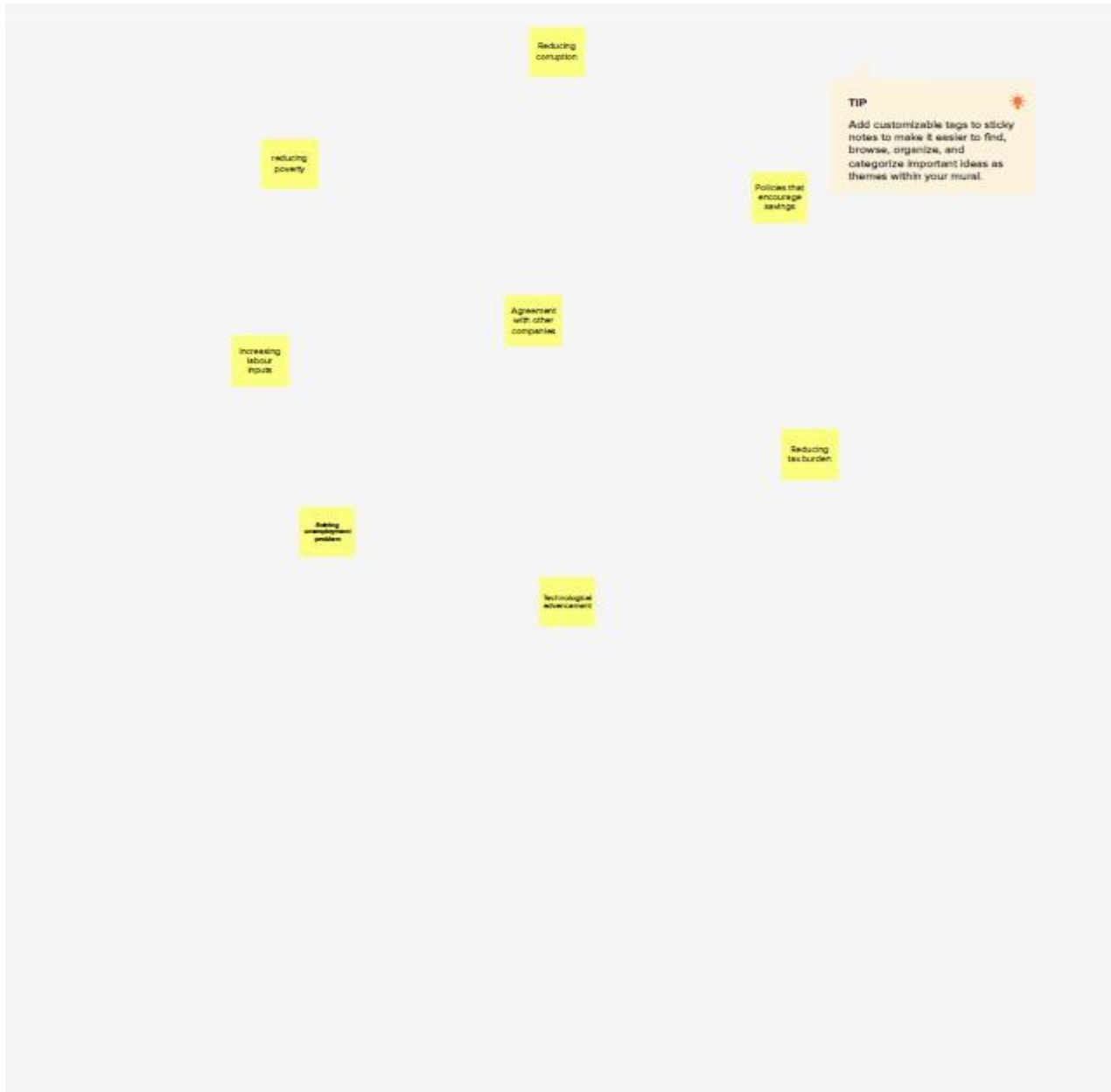|		
Making and selling more local products	policies that encourage savings	Currency devaluation

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 and break it up into smaller sub-groups.

🕐 20 minutes

Reducing corruption

reducing poverty

Policies that encourage savings

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Agreement with other companies

Increasing labour inputs

Reducing tax burden

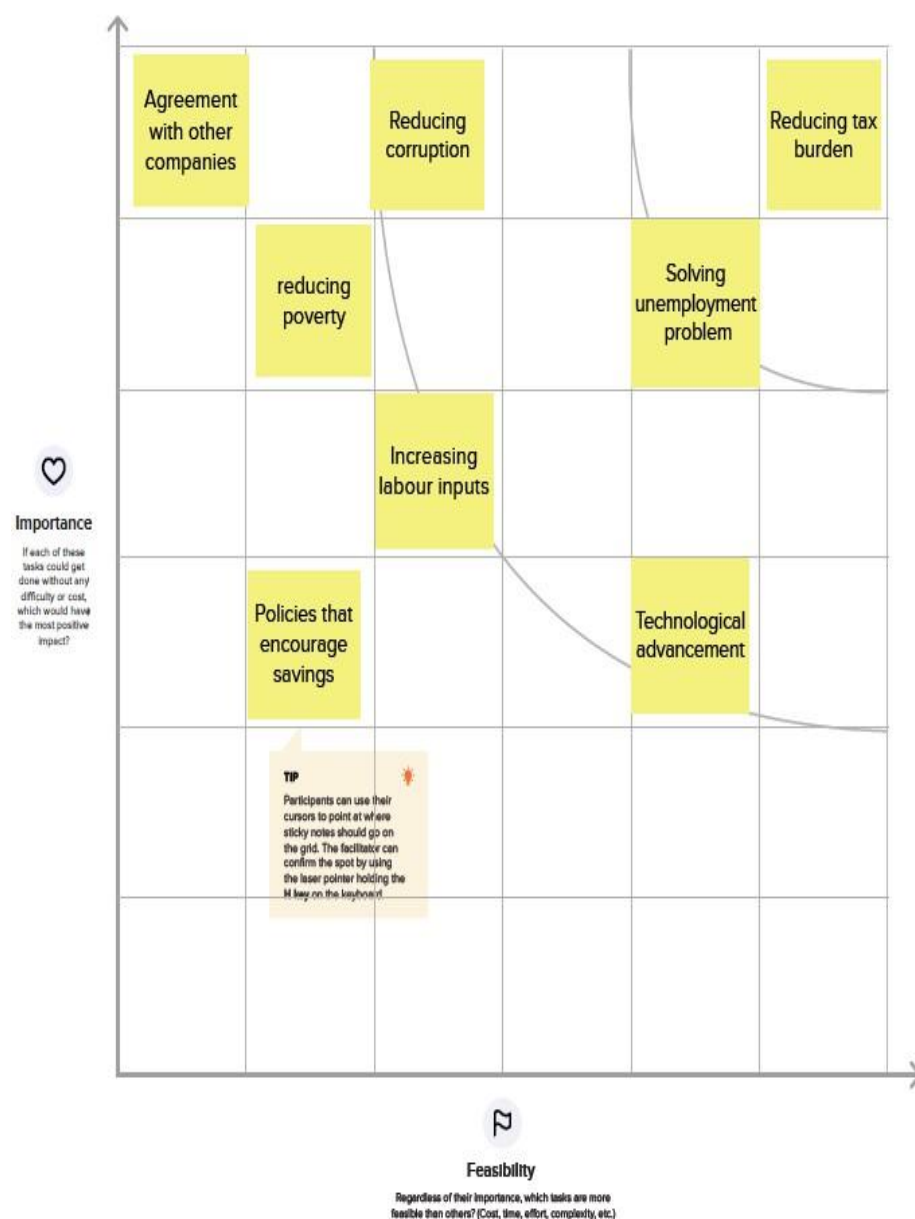Solving unemployment problem

Technological advancement

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Agreement with other companies

Reducing corruption

Reducing tax burden

reducing poverty

Solving unemployment problem

Increasing labour inputs

Policies that encourage savings

Technological advancement

TIP ☀

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, 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

[A] **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

[B] **Export the mural**
Export a copy of the mural as a PNG 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 →

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