

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	26 june 2025
Team ID	LTVIP2025TMID49207
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a collaborative approach that fosters a safe and open space where every team member feels empowered to contribute creative ideas without judgment. The focus is on generating a high volume of ideas—regardless of feasibility—because even the most unconventional thoughts can spark innovative solutions. This method encourages team synergy, where ideas are not only shared but also expanded upon together. Using this format, whether your team is remote or co-located, you can ignite imagination and begin turning rough concepts into actionable strategies.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

To collaboratively define a clear and impactful **problem statement** for analyzing economic freedom and prosperity using data analytics.

Before you collaborate

Generate and prioritize ideas to analyze, interpret, and improve insights from the Economic Freedom Index dataset using innovative data-driven approaches.

10 minutes

1 Team gathering

Define the purpose of the session (e.g., product improvement, campaign ideas, solving a user pain point).

2 Set the goal

gathering, collaboration, problem selection, brainstorming, and idea prioritization—ideal for both in-person and remote settings.

3 Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

1 Define your problem statement

Start by discussing key pain points or questions surrounding the analysis of the Economic Freedom Index. Then vote/select one to focus on.

How might we create more inclusive regulations that protect economic freedom to improve customer?

How can we identify the most impactful factors affecting low economic freedom in developing regions?

What solutions should we add to make the index more relevant in a digital transition environment?

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.

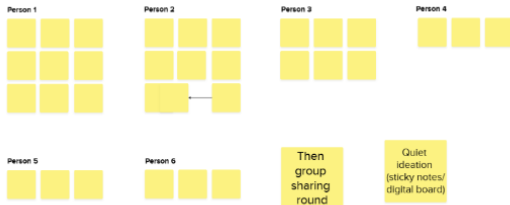
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

What kinds of visual dashboards could tell a better story

TIP
You can select a sticky note and hit the pencil (switch to search) icon to start drawing!



3

Group ideas

Organize all collected ideas into themes:

20 minutes

TIP
Add customisable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're added your mind.

Step-3: Idea Prioritization

4

Prioritize

Use **Impact vs. Effort Matrix** or **Dot Voting** to score ideas.

TIP
Participants can use their cursor to point at where their notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **R key** on the keyboard.

