

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 June 2025
Team ID	LTVIP2025TMID49576
Project Name	"Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis"
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://app.mural.co/t/gagana6549/m/gagana6549/1750937623738/326185f0a6fc7e0a72b749283498d53b918bc267>

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

Template



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

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Team gathering

We had a virtual team meeting on 25th June 2025. After reviewing available datasets, we chose the project "Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis." We discussed roles and planned brainstorming, analysis, and dashboard creation.

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Set the goal

Our goal is to analyze economic freedom across countries using the Index of Economic Freedom dataset. We aim to visualize the results, rank countries, and find relationships between freedom and prosperity.

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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

PROBLEM

To analyze economic freedom in countries and understand its effect on prosperity. We will explore the Index of Economic Freedom dataset, compare countries, create visualizations, and correlate freedom with GDP and other indicators.

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

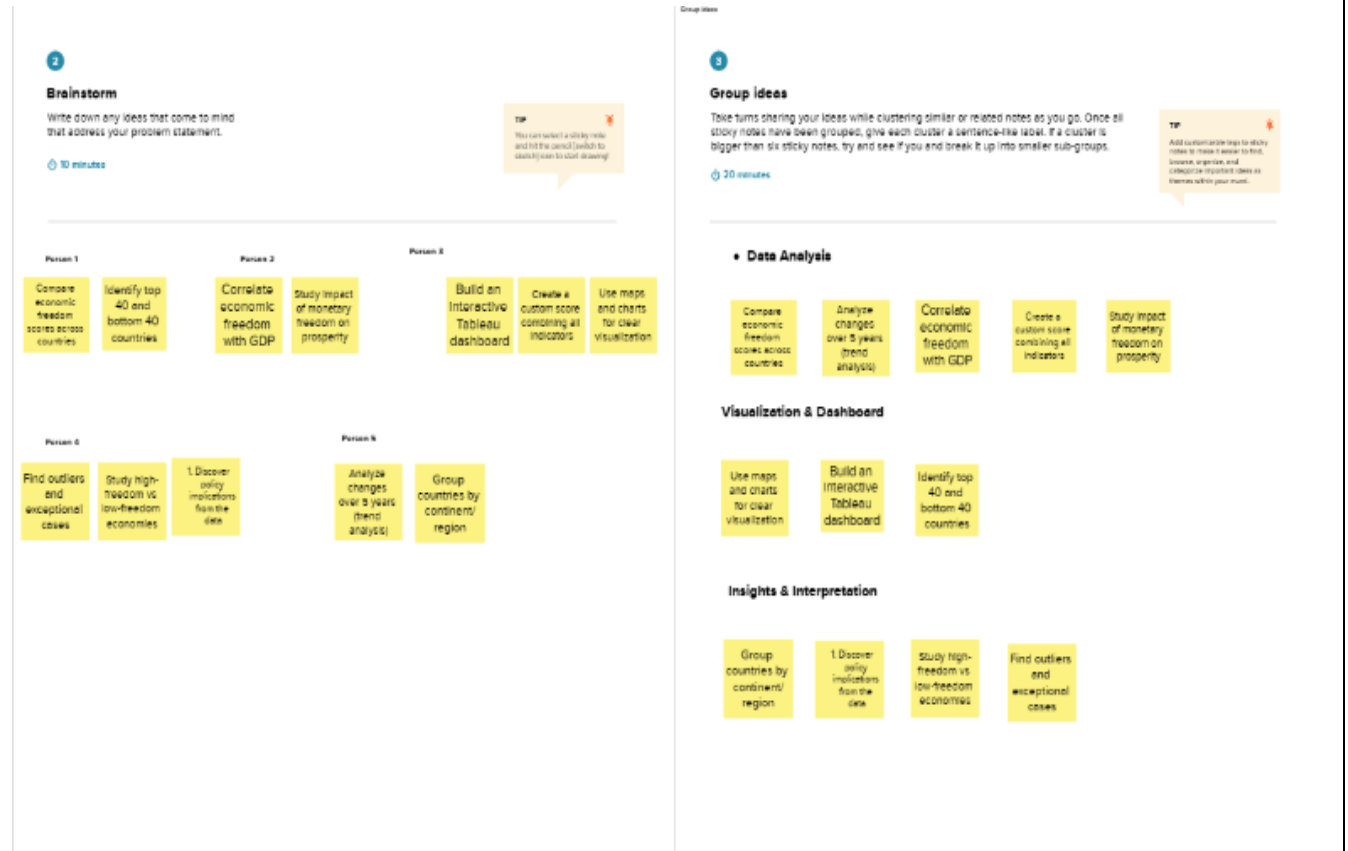
🚫 Defier judgment.

👂 Listen to others.

🗣️ Go for volume.

🎨 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping



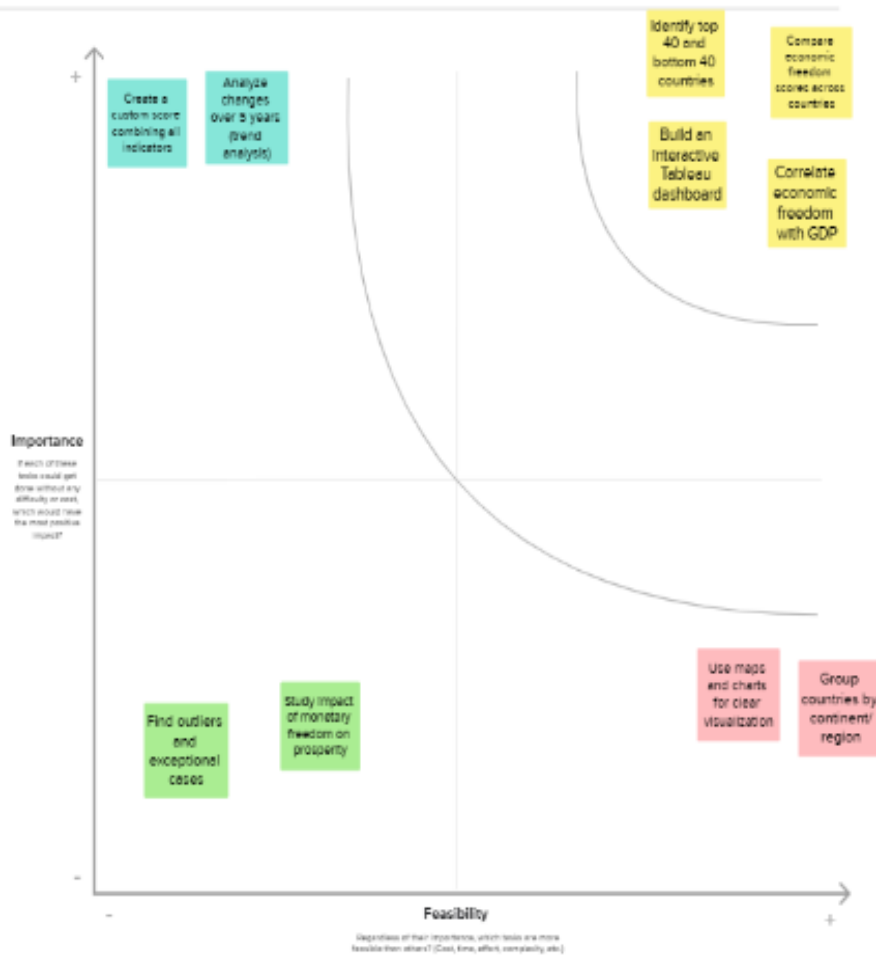
Step-3: Idea Prioritization

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

TIP
Participants can use their cursor 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.






After you collaborate

We selected a meaningful problem and brainstormed over 12 key ideas. We grouped them into analysis, visualization, and insights. After that, we used the prioritization matrix to focus on the most important and feasible tasks. Our next steps involve data exploration and dashboard development in Tableau.

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 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 →](#)