

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS43270
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming creates an open and collaborative environment where team members generate innovative ideas to solve EV data visualization challenges. The goal is to explore multiple possibilities before selecting the most impactful solution.

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

Selected Problem Statement:

Stakeholders lack a centralized and interactive platform to analyze EV performance, charging infrastructure distribution, efficiency rankings, and pricing trends. Data is scattered and difficult to interpret, limiting informed decision-making.

Discussion Summary:

- EV data exists but lacks visualization.
- Infrastructure growth needs mapping.
- Buyers struggle to compare brands.
- Executives need storytelling dashboards.
- Filters and interactive KPIs are essential.

Step-2: Brainstorm, Idea Listing and Grouping

Idea Generation (All Ideas Listed Without Filtering)

1. Create EV Charging Stations Map of India
2. Compare EV Price vs Efficiency
3. Top 10 Efficient EV Brands Chart
4. Model Count per Brand Visualization
5. Powertrain Type Distribution
6. Body Style Comparison
7. KPI Cards for Avg Range & Avg Price
8. Story-Based Dashboard Presentation
9. Add Predictive Range Model
10. Add Real-Time API Integration

- 11. Create EV Infrastructure Growth Trend
- 12. Create Regional EV Adoption Comparison

Idea Grouping

Category	Ideas
Infrastructure Analysis	Charging Station Map, Regional Comparison
Performance Analysis	Efficiency Ranking, Top Speed Comparison
Market Analysis	Price Comparison, Model Count
User Experience	KPI Cards, Story View
Advanced Features	Predictive Model, Real-Time API

Step-3: Idea Prioritization

Ideas were prioritized based on:

- Impact (High / Medium / Low)
- Feasibility (Easy / Moderate / Complex)
- Time Requirement

Prioritization Matrix

Idea	Impact	Feasibility	Priority
Charging Station Map	High	Easy	High
Efficiency Ranking	High	Easy	High
Price Comparison	High	Easy	High
Model Count by Brand	Medium	Easy	Medium
Powertrain Analysis	Medium	Easy	Medium
KPI Summary Cards	High	Easy	High
Story-Based Dashboard	High	Moderate	High
Predictive Range Model	High	Complex	Low (Future Scope)



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

Start by assembling your team and agreeing on the problem you'll focus on solving in this brainstorming session.

1 Step-1: Gather & Define

Team Members:



K Gnanaudhama, (Team Leader)
Team Leader



Anitha T



Arigonda Gokul Sai



Avulakunta Geetha

Goals for session:

- ✓ Identify useful visualizations
- ✓ Decide key KPIs to display
- ✓ Plan Dashboard & Story design
- ✓ Select features for web integration



10 minutes to define who participates, set goals, and clarify the problem.

2 Brainstorm, Idea Listing and Grouping

Generate and group ideas to tackle the problem. Use sticky notes for all ideas, then cluster them into related categories.

Idea Listing:

- ✓ Charging Station Map
- ✓ EV Adoption by Region

- ✓ Top 10 Efficient EV Brands
- ✓ Brand-wise Model Count

- ✓ Price vs Range
- ✓ Powertrain Type Breakdown

Group & Categorize Ideas:

- ✓ Infrastructure Analysis
 - Charging Station Map
 - Infrastructure Growth Trend

- ✓ Performance Analysis
 - Efficiency Ranking
 - Top Speed Chart

- ✓ Dashboard Features
 - Filterable Dashboard
 - KPI Cards

3 Step-3: Idea Prioritization

Idea Prioritization



30 minutes to brainstorm and jot down all ideas with impact and feasibility.

Priority Matrix:

- ✓ High impact & Easy
- ✓ High Impact & Complex
- ✓ Low Impact & Easy
- ✓ Low Impact & Complex



20 minutes to prioritize and select ideas based on impact and feasibility.

Selected high-Impact, feasible ideas to focus on now including **Charging Station Map, Efficiency Ranking, Price Comparison, KPI Summary, and Story View** for the EV dashboard.