

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID52074
Project Name	visualization tool for electric vehicle charge and range 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://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

- 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

Problem Statement: How can we leverage and visualize data from multiple sources to better understand the growth, adoption, charge performance, and range efficiency of electric vehicles in India and globally?

Key Questions:

- What patterns emerge from EV adoption trends in India vs. global markets?
- How do battery charge times and range vary across models and regions?
- What are the key factors influencing EV market growth based on the datasets?
- Which visualizations best convey these stories to end users?


⌚ 5 minutes

PROBLEM

How might we analyze and visualize electric vehicle data from multiple sources to uncover insights about adoption trends, charging performance, and range efficiency in India and globally?

Key rules of brainstorming
to run an smooth and productive session

- Stay in topic.
- Listen to others.
- Defer judgment.
- If possible, be visual.
- Go for volume.
- Encourage wild ideas.



Need some inspiration?

See a breakout version of this template for kickstart your work.

[Open example](#) →


Step-2: Brainstorm, Idea Listing and Grouping


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Brainstorm
Write down any ideas that come to mind that address your problem statement.


10 minutes

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

BODIREDDY JAHNAVI


SHALINI BASIREDDY


HARSHA VARDHAN REDDY


EC.DURGA


BODIREDDY JAHNAVI
Line chart showing EV adoption trends over the past decade
Heatmap comparing EV density by region or city
Battery capacity vs. average charge time scatter plot
Dashboard tab showing model-wise efficiency metric

SHALINI BASIREDDY
Storytelling dashboard showing "Day in the Life of an EV Owner"
Sankey diagram for charging infrastructure distribution

HARSHA VARDHAN REDDY
Global vs. India-specific insights panel with toggle
Time series showing EV market growth rate post-policy changes

EC.DURGA
Customer sentiment analysis using social media/public reviews
Comparison visuals of conventional vs. electric vehicle usage costs

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Group ideas


Themes/Clusters:

- Adoption trends and market penetration
- Charging infrastructure and battery metrics
- Regional comparisons and global benchmarks
- User behavior and sentiment insights
- Interactive storytelling/dashboards

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, group, organize, and sequence important ideas or themes within your board.





Step-3: Idea Prioritization

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Prioritize

Prioritize (use the Importance vs. Feasibility graph)

High Importance & High Feasibility:

- EV adoption trend lines
- Battery charge time vs. range scatter plots
- Individual dashboard toggle

High Importance & Medium Feasibility:

- Sentiment analysis of infrastructure flow
- Sentiment analysis visuals

Lower Importance or Feasibility:

- Complex simulations or 3D visualizations with limited real-time data

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.

20 minutes

Importance

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

Feasibility

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

Global vs. India-specific insights panel with toggle

Time series showing EV market growth rate post-policy changes

Storyboard dashboard showing "Day in the Life of an EV Owner"

Storyboard dashboard showing "Day in the Life of an EV Owner"

Dashboard showing model-wise efficiency metrics

Battery capacity vs. average charge time scatter plot

Storyboard dashboard showing "Day in the Life of an EV Owner"

Line chart showing EV adoption trends over the past decade

Comparison visuals of conventional vs. electric vehicle usage costs

Customer sentiment analysis using social media/public reviews

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

1 **Share the mural**

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

2 **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 →](#)