

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID48395
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks


Team ID: [To be filled by user]

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.

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




Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>


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




### 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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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

**1 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







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**PROBLEM**

How might we [your problem statement]?

**Key rules of brainstorming**

To run a 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

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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 (switch to sketch) icon to start drawing!

Amar

Yuktresh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

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

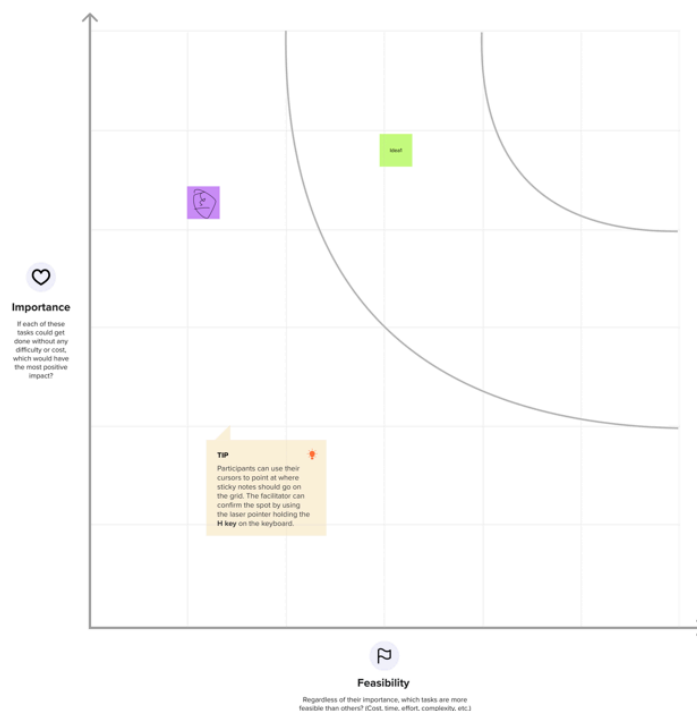
## Step-3: Idea Prioritization

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### 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



## Step 1: Team Gathering, Collaboration and Selecting the Problem Statement

We identified that understanding the level of economic freedom across nations is crucial for analyzing economic growth, governance efficiency, and business environments. After evaluating several global development indicators, our team chose to explore the Index of Economic Freedom dataset (provided in the CSV file). The dataset captures various indicators like property rights, government integrity, tax burden, investment freedom, etc., for a range of countries.

Problem Statement Selected:

How can we visualize and interpret the global landscape of economic freedom, and identify patterns or clusters of prosperity using Tableau?

## Step 2: Brainstorm, Idea Listing and Grouping

We conducted a brainstorming session and listed the following ideas:

Analysis Ideas:

1. Compare economic freedom scores by region and income level.
2. Identify top and bottom 10 countries based on overall score.
3. Correlate GDP per capita with economic freedom components.
4. Analyze trends in freedom scores over time (if time-series data exists).
5. Create a composite prosperity heatmap using multiple factors.
6. Visualize tax burden vs. business freedom.

Visualization Ideas (Tableau):

1. Interactive world map with hover data for each country.
2. Bubble charts showing freedom index vs. GDP per capita.
3. Radar charts for individual countries comparing all dimensions.
4. Bar graphs for component-wise comparisons.
5. Dynamic filters for region/year/component.

Grouping:

- Quantitative Correlation Analysis: (Ideas A3, A6)
- Ranking & Comparison: (Ideas A1, A2, A5)
- Data Storytelling & Exploration (Dashboard): (Ideas B1-B5)

## Step 3: Idea Prioritization

Final Prioritization Table:

Idea	Impact	Feasibility	Priority
Region-wise comparison	High	High	High
Top/Bottom 10 country analysis	Medium	High	High
GDP vs Economic Freedom correlation	High	Medium	High
Composite prosperity heatmap	High	Medium	Medium
Interactive dashboards in Tableau	Very High	Medium to High	Very High
Tax burden vs Business freedom	Medium	High	Medium

Final Selected Ideas for Implementation (Using Tableau):

1. Interactive global map with economic freedom scores.
2. Bar chart and ranking view for top/bottom countries.

3. Scatter plot for economic freedom vs GDP per capita.
4. Filtered dashboards allowing exploration by region, income level, and specific index components.
5. Correlation analysis dashboard for comparing tax burden, business freedom, and government integrity.