

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	31 January 2026
Team ID	LTVIP2026TMIDS61504
Project Name	visualization tool for electric vehicle charge and range analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming creates a collaborative environment where team members can share ideas related to electric vehicle challenges using available data. The focus is on exploring data-driven insights from documents and datasets to understand battery range, charging behavior, and vehicle performance without limiting creativity.

This template supports structured brainstorming by enabling teams to analyze electric vehicle data, group related ideas, and prioritize solutions based on feasibility and impact. It also allows effective collaboration and idea development even when team members are working remotely.

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

Prepare the team for structured brainstorming focused on a real-world analytics problem.

🕒 10 minutes

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.

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1

Define your problem statement

To generate, organize, and prioritize ideas related to electric car analytics using a collaborative brainstorming approach.

🕒 5 minutes

PROBLEM

How can data analytics help understand electric car adoption, performance, and customer preferences to support better business?

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

2

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

Tip

You can write a sticky note and tap the pencil (switch to sketch) icon to start drawing!

Person 1

Person 2

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. Once all sticky notes have been grouped, 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 a custom label to sticky notes to make it easy to find, move, organize, and categorize important ideas as they're written down.

Group 1

Group 2

Group 3

Step-3: Idea Prioritization

4

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 fingers to point at where sticky notes should go on the grid. The facilitator can coordinate the grid by using the finger pointer, holding the H key on the keyboard.

Importance

Feasibility

High importance, low feasibility

High importance, high feasibility

Low importance, low feasibility

Low importance, high feasibility