

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS90945
Project Name	Visualizations tools of ev 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.

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



Brainstorm & Idea Prioritization

Data Analytics for the EV Market and Performance Analysis

120 Minute

STEP-1 : Team Gathering, Collaboration & Select the Problem Statement

1 Gather the Team

Assemble a diverse group with EV expertise: buyers, analysts, marketers.

2 Set Up

Prepare an online whiteboard and share access with the team for collaboration.
Gather relevant market data.

3 Select the Problem Statement

Step 1

Gather the Team

- Assemble a diverse group with EV expertise: buyers, analysts, marketers.

Step 2

Set Up

- Prepare an online whiteboard and share access with the team for collaboration.
- Brand Analysis
- Jake Reynolds, Product Manager

Step 3

Select the Problem Statement

- Chose the key issue: EV analytics are scattered, unorganized, hard to visually analyze.

Problem Statement

EV buyers and companies cannot easily analyze large EV market and vehicle performance data because the information is **scattered**, **unorganized**, and not visually represented.

Team Members

4 Participants



Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm & Idea Prioritization

Data Analytics for the EV Market and Performance Analysis

50 Minutes

STEP-2 : Brainstorming & Grouping Ideas

1 Brainstorm

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

20 minutes

Use sticky notes freely, noting down all possibilities - focus on quantity over quality at this stage.



2 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Refine the sticky notes and group them together under shared themes. If a cluster sticky split it up and break it up into smaller sub-groups.

30 minutes



1 Brainstorm

Write down any ideas that come to mind.

Use lots of sticky notes.




2 Group Ideas

Share and refine ideas as you cluster similar notes.

Create labels for groups.



Step-3: Idea Prioritization




Brainstorm & Idea Prioritization

Data Analytics for the EV Market and Performance Analysis

30 Minutes

STEP-3 : Idea Prioritization




Importance

Impact on EV market insights, business decisions and performance improvement.

1 Plan

- EV Adoption Forecasting using Machine Learning
- Battery Degradation Prediction Model
- Real-time EV Performance Monitoring System



EV Sales Trend Analysis (State-wise / Year-wise)

Battery Performance & Efficiency Analysis

Charging Station Availability Mapping

2 Avoid


- Global EV Policy Impact Deep Study
- International Market Comparative Analysis

2 Optional

- Basic EV Brand Comparison Charts
- Simple Pie Chart of Market Share

Feasibility

Availability of EV data, tools, time, and technical skills.



Final Selected Priority Ideas:

- EV Sales Trend Analysis
- Battery Performance Analysis
- Charging Infrastructure Mapping

These ideas provide high business value and are achievable with available datasets and tools like Python, Excel, or Power BI.