

Ideation Phase

Brainstorm & Idea Prioritization Template

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| 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 Minutes

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

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| Step 1 Gather the Team <ul style="list-style-type: none">Assemble a diverse group with EV expertise: buyers, analysts, marketers. | Step 2 Set Up <ul style="list-style-type: none">Prepare an online whiteboard and share access with the team for collaboration.Brand AnalysisJake Reynolds, Product Manager | Step 3 Select the Problem Statement <ul style="list-style-type: none">Chose the key issue: EV analytics are scattered, unorganized, hard to visually analyze. | Problem Statement <p>EV buyers and companies cannot easily analyze large EV market and vehicle performance data because the information is scattered, unorganized, and not visually represented.</p> <p>Team Members 4 Participants</p> |
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Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm & Idea Prioritization
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STEP-2 : Brainstorming & Grouping Ideas

50 Minutes

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 splits 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

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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.

| Feasibility | Importance |
|---|---|
| <p>1 Plan</p> <ul style="list-style-type: none"> EV Adoption Forecasting using Machine Learning Battery Degradation Prediction Model Real-time EV Performance Monitoring System <p>2 Avoid</p> <ul style="list-style-type: none"> Global EV Policy Impact Deep Study International Market Comparative Analysis | <p>Do First</p> <ul style="list-style-type: none"> EV Sales Trend Analysis (State-wise / Year-wise) Battery Performance & Efficiency Analysis Charging Station Availability Mapping <p>2 Optional</p> <ul style="list-style-type: none"> Basic EV Brand Comparison Charts Simple Pie Chart of Market Share |

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.