


Ideation Phase

Brainstorm & Idea Prioritization Template




Date	18 June 2025
Team ID	LTVIP2025TMID51504
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks


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

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

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


PROBLEM


How might we [your problem statement]?





Key rules of brainstorming


To run an 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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Liyakhat Firdous

Compare electricity consumption across different Indian states to identify which regions consume the most, and if there are seasonal trends.

Lella Vardhan

Analyze hourly consumption data to find **peak load hours** across residential vs commercial zones.

M. Mahi Kumar

Use Tableau's forecasting model to predict electricity consumption for the next 3 months based on historical data.

K. Gnana Deepika

Compare electricity consumption **before, during, and after** COVID lockdowns to see how behavior changed.

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

Cluster 1: Understanding Regional Usage Patterns

Compare electricity consumption across different Indian states to identify which regions consume the most, and if there are seasonal trends.

Cluster 2: Analyzing Impact of External Events

Compare electricity consumption before, during, and after COVID lockdowns to see how behavior changed

Step-3: Idea Prioritization

4

Prioritize

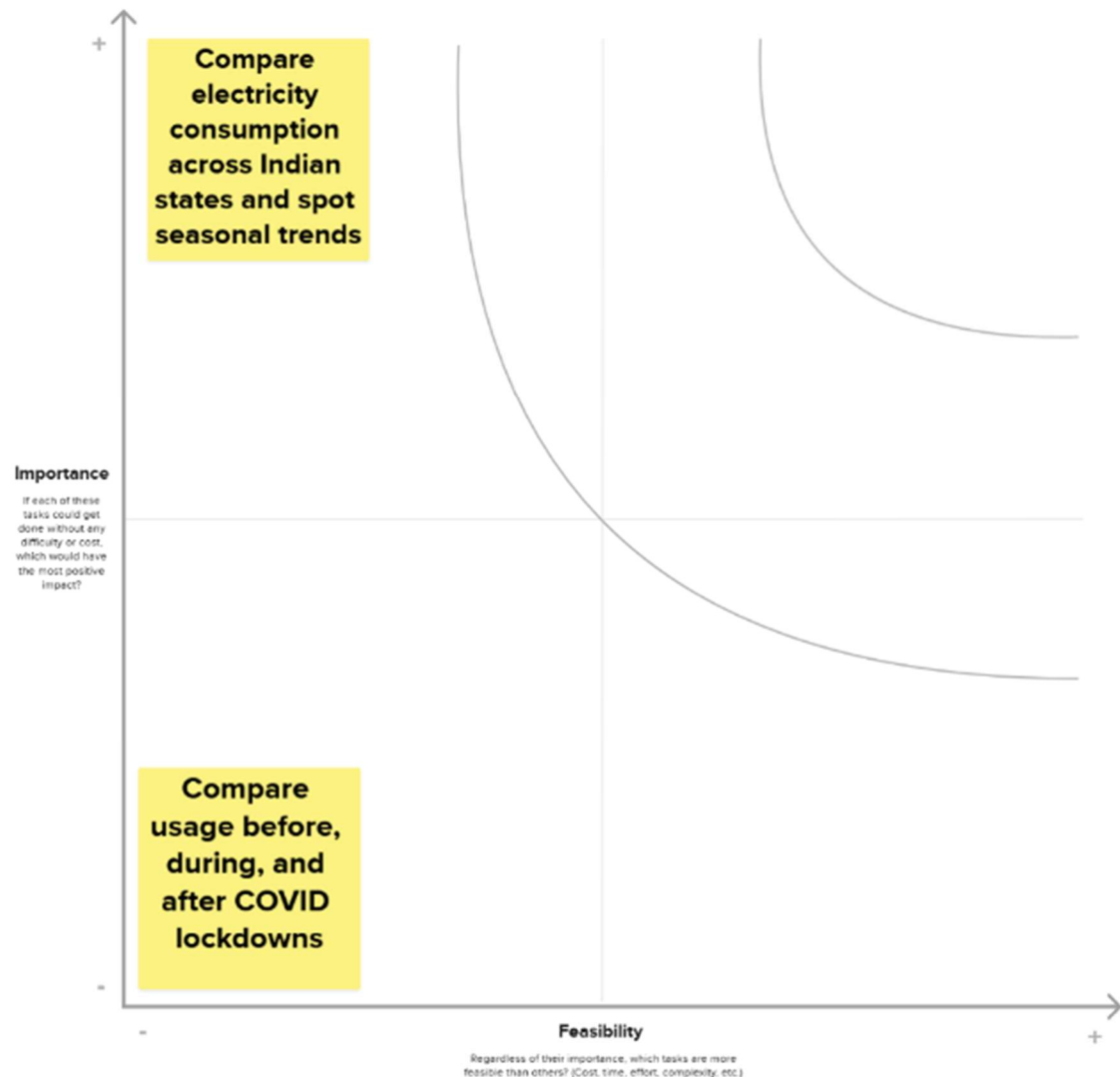
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP

Participants can use their 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.

 Facilitate



Submitted Template link:

<https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d3460c24477a5a6fa?sender=u47cabad28f7fc43c7e754820>

Conclusion (for Brainstorming & Prioritization Section)

Through a structured brainstorming process, we explored multiple creative ideas related to electricity consumption analysis using Tableau.

The ideas were then grouped into two meaningful clusters:

- **Understanding Electricity Usage Patterns**
- **Planning & Forecasting Electricity Demand**

Each idea was carefully prioritized based on its relevance to the project goals and its feasibility given the available data and tools.

As a solo contributor, this process helped me gain clarity on which features to focus on during development. The top-priority ideas will directly shape the design of the visualizations, dashboards, and storytelling in Tableau.

Moving forward, these insights will guide the project into the data preparation, visualization, and web integration phases.