

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	09 February 2026
Team ID	LTVIP2026TMIDS53841
Project Name	strategic product placement analysis: unveiling sales impact with tableau visualization.
Maximum Marks	4 Marks

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

The screenshot shows a template for a brainstorming session. It includes:

- Before you collaborate:** A section with a lightbulb icon and a timer indicating 10 minutes. It provides instructions for preparation and sends an invite to participants.
- Define your problem statement:** A section with a timer indicating 5 minutes. It asks users to frame their problem as a "How Might We" statement.
- Key rules of brainstorming:** A summary of five rules: Stay in topic, Encourage wild ideas, Foster judgment, Listen to others, and Go for volume.

Step-2: Brainstorm, Idea Listing and Grouping

This section details the brainstorming process across four participants and three clusters:

- Person 1:**
 - Create a MySQL database linking EV sales with charging locations for a "Safety Net" score.
 - Automatic data cleaning script to remove inconsistencies in state-wise charging rates.
- Person 2:**
 - Develop a Timeline scatter chart showing EV cost vs. range to identify high-value models.
 - Create an interactive bar chart showing the growth of different EV brands in the Indian market.
 - Build a "Top 5 Budget EVs" highlight panel based on real-world mileage data.
- Person 3:**
 - Implement a map-based visualization overlaying EV sales density with charging stations locations.
 - Design a map visualization that differentiates between "Fast Chargers" and "Slow Chargers".
 - Add a regional filter allowing users to see infrastructure specifically for their home state.
- Person 4:**
 - Create a "Ride vs. Utility" chart showing how speed and AC usage impact battery life.
 - Create a comparison tool for "Charging Times" (Home vs. Public) for each car model.

Cluster 1: Geographic & Regional Infrastructure Analysis

Ideas Included:

- Clear and automated state-wise charging station databases.
- Create heatmaps of EV sales vs. charging station density.
- Map and differentiate between Fast and Slow charges.
- Add filters for regional/home state.
- Label:** We will map regional data to show infrastructure gaps and charger types across India.

Cluster 2: Performance & Value Comparisons

Ideas:

- Tableau scatter plots for EV Price vs. Real-World Range.
- Interactive bar chart showing brand growth in India.
- "Top 5 Budget EVs" panel based on mileage data.
- Charts showing impact of speed and AC on battery life.
- Comparison col for Home vs. Public charging times.
- Label:** We will use interactive charts to help buyers compare EV value and performance.

Cluster 3: Data Strategy & Platform Architecture

Ideas:

- MySQL database linking range data to "Safety Net" scores.
- Responsive web application to host all dashboards.
- Label:** We will build a MySQL and Bootstrap foundation for a seamless user experience.

Step-3: Idea Prioritization

