


# 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

Template



## 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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Get the goal**  
Think about the problem you're focusing on solving in the collaboration session.
- Learn how to use the facilitation tools**  
Use the facilitation superpowers to run a happy and productive session.

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### 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

Remember

How might we... specifically envision... and how do we know it's a viable solution? (How do we know it's a viable solution? How do we know it's a viable solution?)

#### Key rules of brainstorming

To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual

### Step-2: Brainstorm, Idea Listing and Grouping

### Brainstorm

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

10 minutes

**Person 1**

- Create a MySQL database linking range data with charging locations for a "Safety Net" score.
- Automate data cleaning scripts to handle inconsistencies in state-wise charging station lists.

**Person 2**

- Develop a Tableau scatter plot comparing 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 state-wise heatmap overlaying EV sales density with charging station 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**

- Design a "Range vs. Lifecycle" chart showing how speed and AC usage impact battery life.
- Create a comparison tool for "Charging Time" (Home vs. Public) for each car model.

**Person 5**

- Build a responsive Bootstrap portal to host the Tableau dashboards in a single web view.

**Tip**

You can select a sticky note and hit the panel button to stick it to your canvas!

### 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

#### Cluster 1: Geographic & Regional Infrastructure Analysis

**Ideas Included:**

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

#### Cluster 2: Performance & Value Comparison

**Ideas:**

- Tableau scatter plots for EV Price vs. Real-World Range.
- Interactive bar charts 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 tool 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 for "Safety Net" scores.
- Responsive Bootstrap portal to host all dashboards.
- Label:** We will build a MySQL and Bootstrap foundation for a seamless user experience.

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**TIP**  
Remember not to use their calendar to point at where your video should go on the job. The duration of content that can be added to the video is not linked to the video's length.

