

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	LTVIP2025TMID47486
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom 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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

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
- 3-5 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.

40 minutes

1 Team gathering

- Participants: Data analysts, economists, students, a mentor, facilitator
- Share context on relevance with project role and objectives

2 Set the goal

How about this problem you'll be focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tools

Google, Teams for free idea capture, Miro or Mural for mapping, and longer screenroom for collaboration

Open action

3 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.

10 minutes

PROBLEM

"How might we evaluate and visualize economic freedom to better understand its influence on prosperity across countries?"

Key rules of brainstorming

To run an efficient and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Let ideas connect
- Go for volume
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

3 Brainstorm

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

10 minutes

TIP
You can record a video of your ideas and be the participant as about 10 minutes (a day)

4 Group Ideas

Take turns sharing your ideas while clustering similar or related ideas 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.

10 minutes

TIP
A good idea is to have a sticky note to write down the ideas, then group them into clusters, and then write down the clusters.

Person 1

1. Visualize GDP vs Freedom Score

2. Heatmaps of economic freedom by region

3. Correlate with literacy rate

4. Analyze income inequality impact

Person 2

1. Visualize GDP vs Freedom Score

2. Heatmaps of economic freedom by region

3. Correlate with literacy rate

4. Analyze income inequality impact

Person 3

1. Visualize GDP vs Freedom Score

2. Heatmaps of economic freedom by region

3. Correlate with literacy rate

4. Analyze income inequality impact

Person 4

1. Visualize GDP vs Freedom Score

2. Heatmaps of economic freedom by region

3. Correlate with literacy rate

4. Analyze income inequality impact

Person 5

1. Visualize GDP vs Freedom Score

2. Heatmaps of economic freedom by region

3. Correlate with literacy rate

4. Analyze income inequality impact

1. Data Visualization

- Visualize GDP vs Freedom Score
- Heatmaps of economic freedom by region

2. Statistical Analysis

- Correlate with literacy rate
- Analyze income inequality impact

3. Machine Learning & Prediction

- Cluster countries by continent
- Automate data pipeline

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 cursor to move all sticky notes should go on the grid. The facilitator can confirm the spot by using the space bar holding the H key on the keyboard.