

Ideation Phase

Brainstorm & Idea Prioritization

Date	28 January 2026
Team ID	LTVIP2026TMIDS58756
Project Name	Visualization Tool for Electric Vehicle 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.

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

The screenshot shows a template for a 'Brainstorm & Idea Prioritization' session. At the top right, it displays the Team ID: LTVIP2025TMIDS58756. The main content area is divided into several sections:

- Before you collaborate:** A brief preparation guide. It says: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a timer icon and a duration of 10 minutes.
- Define your problem statement:** A section where users frame their problem as a 'How Might We' statement. It includes a timer icon and a duration of 5 minutes.
- PROBLEM:** A box containing the problem statement: "How might we help EV buyers, policy makers, and stakeholders evaluate electric vehicle performance, range, and charging infrastructure in India more effectively using interactive dashboards and data storytelling?"
- Key rules of brainstorming:** A list of six rules with icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.
- Need some inspiration?**: A callout with a link to an example.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

⌚ 30 minutes

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all notes have been grouped, give each cluster a one-word-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

Step-3: Idea Prioritization

1 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

Importance

If each of these tasks could get done, how hard or difficult or cost, effort, time, etc., does it have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

