

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

LTVIP2025TMD48085

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**
Persons who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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 help EV buyers, policy makers, and stakeholders explore electric vehicle performance, pricing, and changing infrastructure in India more effectively using interactive dashboards and data storytelling?

Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay on topic: 🧠 Encourage wild ideas
- 👂 Defer judgment: 👂 Listen to others
- 🗣️ Go for volume: 🧐 If possible, be visual

Need some inspiration?
Here is a featured version of the template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

TIP

Encourage a focus on ideas that are not too far from the problem statement.

EV Charging Infrastructure

EV Specs Comparison

Brand & Model Insights

Summary Section

Filters & Toggles

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Step-3: Idea Prioritization

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 point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the **H** key on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

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

Powertrain Type Filter

Charging Station Map (India)

Speed & Price Comparison

Summary Cards

Real-Time Charging API

Top 10 Efficient Brands

