

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS47424
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	4 Marks

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

Our team discussed the challenges faced by electric vehicle buyers in India. Based on the empathy map and problem statements, we identified that users struggle to compare EV brands, understand charging infrastructure, and analyze pricing and performance together.

We selected the problem statement focused on creating a unified visualization system that integrates charging, performance, and pricing data to provide clear insights.

Step-2: Brainstorm, Idea Listing and Grouping

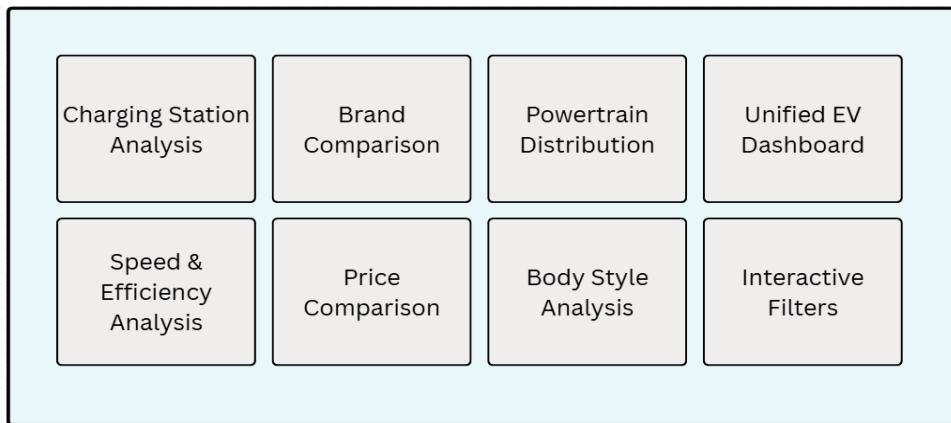
The team brainstormed multiple ideas to solve the identified problem:

- Develop a dashboard for charging station analysis by region and type
- Compare EV brands based on number of models
- Analyze top speed and energy efficiency
- Compare price ranges of EVs in India
- Visualize EV distribution by body style
- Add interactive filters for brand and region selection
- Create a centralized overview dashboard combining all insights

These ideas were grouped into four major categories:

1. Charging Infrastructure Analysis
2. Brand & Model Distribution
3. Performance & Efficiency Comparison

4. Pricing Analysis



Step-3: Idea Prioritization

The team evaluated ideas based on feasibility and impact.

High Impact & High Feasibility:

- Interactive EV Dashboard using Tableau
- SQL-based data cleaning and aggregation
- Integrated visualization of charging, performance, and pricing

Final Selected Solution:

Develop a Visualization Tool for Electric Vehicle Charge and Range Analysis using SQL for data processing and Tableau for interactive dashboard development to provide structured, meaningful EV insights.

