

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 June 2025
Team ID	LTVIP2025TMID47899
Project Name	Plugging Into the Future – An Exploration of Electricity Consumption Patterns using Tableau.”
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



Step 1: Brainstorm & Idea prioritization – Electricity Project

- ⌚ 10 minutes to prepare
- ⌚ 1 hour to collaborate
- 2–8-8 people recommended



Before You Collaborate

- 1 **Team Gathering** Define who joins the session. Share relevant background (e.g. electricity trends, policy context)
Pujitha Reddy – Visual Analyst
[Teammate 2] – Data Collector
[Teammate 3] – Storyteller & UX
[Teammate 4] – Tableau Developer
- 2 **Set the Goal:** Explore electricity consumption patterns and how data visualization can
 - Reveal trends
 - Support smart energy use
 - Promote awareness
- 3 **Learn the Tools** Google Meet for real-time session

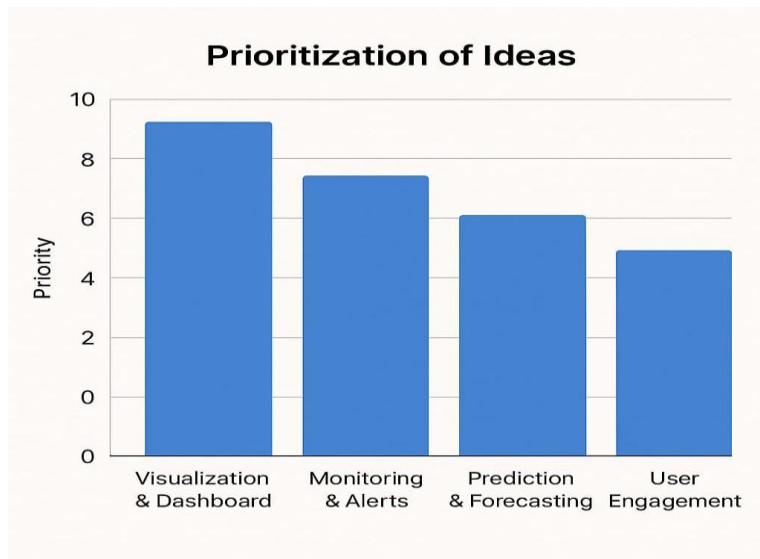
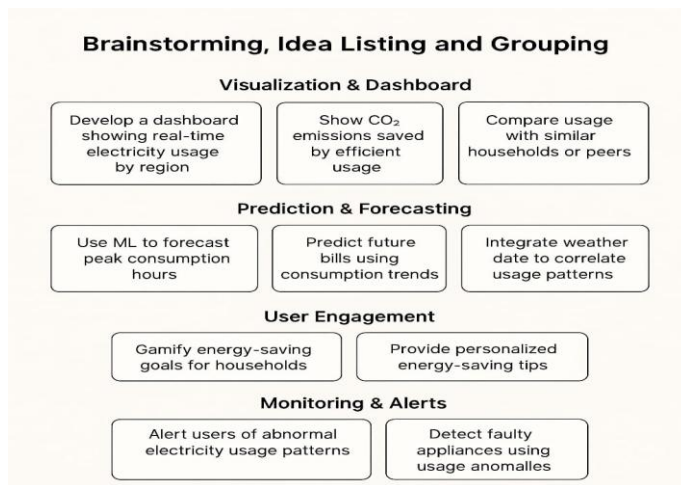


1 Define Your Problem Statement

“How might we explore electricity consumption patterns across regions and time to support energy planning sustainability.”

- ✓ Stay on topic
- ✓ Encourage wild ideas
- ✓ Defer judgment
- ✓ If possible, be visual
- ✓ Go for volume (generate many ideas) Sketch ideas/dashboards

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

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