

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	LTVIP2026TMIDS88116
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

The screenshot displays the Mural template interface for a Brainstorm & Idea Prioritization session. It features a vertical sidebar on the left labeled "Template" with a blue bar at the top. The main content area is divided into three columns:

- Before you collaborate:** This section includes a lightbulb icon, a brief introduction, and a timer indicating 10 minutes. It lists steps for "Team gathering" (participants: Data analysts, economics students, a mentor/facilitator; invite shared in advance with project title and dataset), "Set the goal" (think about the problem you'll be focusing on solving in the brainstorming session), and "Learn how to use the facilitation tools" (Google Sheets for live idea capture, Miro or Mural for mapping, and Google Meet/Zoom for collaboration). A "Open article" button is provided.
- Define your problem statement:** This section includes a "PROBLEM" box with the text: "How might we evaluate and visualize economic freedom to better understand its influence on prosperity across countries?" and a timer indicating 5 minutes.
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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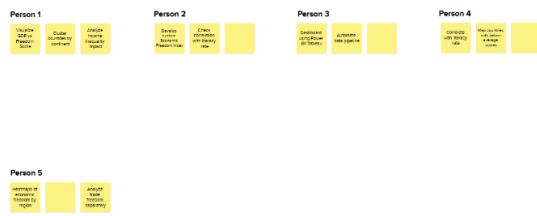
Brainstorm

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

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



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Group ideas

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

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find. These tags can help categorize important ideas as themes within your map.

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

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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 locator can click the spot by pressing the lesser pointer holding the H key on the keyboard.

