

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19-may-2025 To 30- June- 2025
Team ID	LTVIP2025TMID49638
Project Name	Measuring the pulse of prosperity: An index of Economic freedom analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:


This brainstorming and idea prioritization exercise focuses on developing a meaningful index to measure prosperity through the lens of economic freedom. By combining factors like business freedom, income equality, healthcare access, and policy transparency, we aim to identify what truly drives prosperity in different regions. The ideas generated here will guide our research, data collection, scoring system, and visual analysis, helping us design an index that reflects both opportunity and well-being. This foundation will support further group collaboration, comparison studies, and actionable insights for real-world evaluation.

Link of Brainstorm & Idea Prioritization :

<https://app.mural.co/t/salma4377/m/salma4377/1750848668550/5188bf82829b86dd8d12932cb9997fae634d036d?sender=ucaffc1a624b53dfc6cee5521>

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


Template



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**
Define 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

In many economies, traditional indicators like GDP fail to fully capture the true essence of individual and national prosperity. There is a critical need for a more comprehensive and human-centered approach to measure economic well-being. "Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis" aims to develop a dynamic framework that evaluates economic freedom—such as regulatory efficiency.



Key rules of brainstorming

To run an smooth and productive session

-  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

2 Brainstorm

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

10 minutes

Tip You can select a sticky note and move it to the panel labeled as needed (don't be over-sharing!)

Person 1

- Choose a country, state, or city to compare. Research and identify key metrics.
- Select core parameters such as economic freedom, health, and quality of life.
- Obtain country-level data from sources such as the World Bank.
- Highlight areas where countries perform well or poorly.
- Visualize the results using bar graphs, heatmaps, or country comparison charts.
- Each country, state, or city has its own set of data. Compare and contrast the results.

3 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 Ask a collaborator help to select notes to make a cluster. This process requires an objective perspective, which is helpful when your team.

Create a custom dashboard that displays a country's Prosperity Score based on parameters like economic freedom, healthcare, and education.

Divide notes: data collection, scoring logic, visualization, and interpretation. Use tools like Tableau, Power BI, or Excel for data representation.

End goal: a visual platform to compare prosperity across countries.

Select 3 high-scoring and 3 low-scoring countries from your index. Analyze why the scores differ—what policies, freedoms, or limitations cause the gap?

Divide roles: country research, policy analysis, visual comparison, and report writing.

End goal: an insight-driven comparative study with real-world policy suggestions.

Track how a few selected countries have improved or declined in economic freedom over the last decade.

Each member can take 1-2 countries and collect yearly data. Create line graphs to show trends and link them with major political/economic events.

End goal: show how freedom levels impact long-term prosperity.

Step-3: Idea Prioritization

4 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.

30 minutes

Tip Participants can use their sticky notes to place ideas on the grid. The facilitator can guide the team to place sticky notes on the grid and to place sticky notes on the grid.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Show the mural:** Share a view link to the mural with collaborators to keep them in the loop about the outcomes of the project.
- Export the mural:** Export a copy of the mural as a PNG or PDF to attach in emails, include in reports, or save to your drive.

Keep moving forward

- Strategy workshop:** Explore and components of a new idea or strategy. [Open the template](#)
- Customer experience journey map:** Understand customer needs, motivations, and obstacles for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats:** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template](#)