

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	08 February 2026
Team ID	LTVIP2026TMIDS80901
Project Name	Plugging in to the future : An exploration of electricity consumption patterns
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.

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

The screenshot shows a digital template for a brainstorming session. On the left, there's a sidebar with a blue vertical bar and a circular icon containing a lightbulb. The main area has three columns:

- Before you collaborate:** A section with a lightbulb icon and a timer icon showing 10 minutes. It includes instructions for team gathering, setting the goal, and learning facilitation tools. There's also a link to an article titled "Open article".
- Define your problem statement:** A section with a timer icon showing 5 minutes. It asks what problem is being solved and provides a box for the "PROBLEM" statement. The text in the box states: "There is a lack of clear and interactive visualization to analyze electricity consumption trends across time and consumer categories, which makes it difficult to identify peak usage periods and overall consumption patterns using raw data."
- Key rules of brainstorming:** A section with a brain icon and a timer icon showing 1 hour. It 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

**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 hit the pencil [switch to sketch] icon to start drawing!

**Person 1**

- Analyze electricity consumption trends over time
- Identify peak and off-peak electricity usage periods

**Person 2**

- Compare electricity consumption across different regions

**Person 3**

- Detect unusual spikes or drops in electricity usage

**Person 4**

- Create interactive dashboards for easy analysis and decision-making.

**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

**Time based analysis :**  
Consumption trends over time  
Peak vs off-peak usage

**Category & Region Analysis:**  
Region-wise electricity consumption  
Consumer category-wise consumption

**Visualization & Insights:**  
Interactive dashboards  
Easy comparison and monitoring

## 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.

⌚ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

