

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team I	LTVIP2026TMIDS24308
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	4 Marks

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

The screenshot displays a digital template for a brainstorming session. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief description of preparation steps. It lists:
  - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
  - B Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
  - C Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.There is also a link to "Open article" with a right-pointing arrow.
- Define your problem statement:** This section features a "PROBLEM" box containing the placeholder text "How might we [your problem statement]?".
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
  - Stay in topic.
  - Defer judgment.
  - Go for volume.
  - Encourage wild ideas.
  - Listen to others.
  - 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!

Koushik

Compare iPhone sales and usage trends across different Indian states to identify regions with the highest market penetration.

Moulika

Analyze income group vs iPhone ownership ratio using publicly available datasets to understand affordability impact.

Sravya

Tableau to track how Apple's market share changes with each new iPhone launch over the last 5 years.

Anunay

Compare consumer sentiment before and after price drops or festive season offers using social media or review data.

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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, browse, organize, and categorize important ideas as themes within your mural.

#### Cluster 1: Understanding Market Penetration & Regional Trends

Compare iPhone sales across different Indian states or cities with the highest adoption rates and detect patterns to identify regions with the highest growth over time. Use Tableau to visualize regional disparities.

#### Cluster 2: Analyzing Impact of External Factors on iPhone Sales

Examine how events like pricing changes, new iPhone launches, import taxes, or COVID-19 affected iPhone sales and consumer behavior across time periods. Use Tableau to highlight these shifts.

## Step-3: Idea Prioritization

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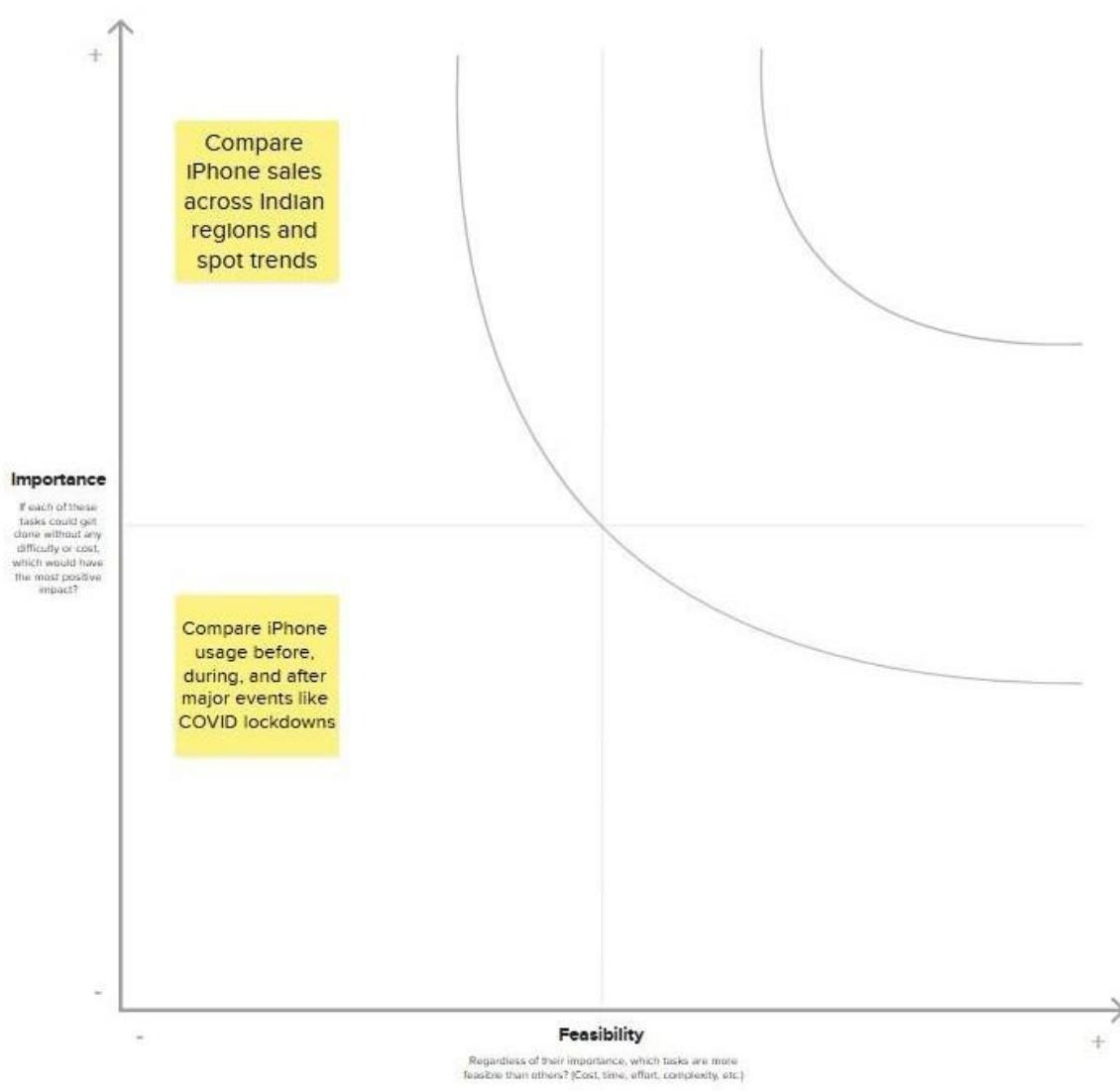
### Prioritize

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 facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



Submitted Template link:

<https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d3460c24477a5a6fa?sender=u47cabad28f7fc43c7e754820>

### Conclusion (for Brainstorming & Prioritization Section)

Through a structured brainstorming process, I explored multiple creative ideas related to analyzing the impact of Apple's iPhone in India using Tableau.

The ideas were then grouped into two meaningful clusters:

- **Understanding Regional iPhone Usage Patterns**
- **Analyzing Economic Influence on Ownership**
- **Studying Market Dynamics Over Time**
- **Impact of Offers and Sentiment Shifts**

Each idea was carefully prioritized based on its alignment with the project goals and feasibility, considering available data sources and Tableau's capabilities.

As a solo contributor, this process helped me gain clarity on which aspects to emphasize during development. The top-priority ideas will directly influence the structure and content of the dashboards, visual stories, and analytical insights built in Tableau.

Moving forward, these brainstormed insights will guide the next phases: data collection, dashboard creation, and integration into the final presentation.