

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	17 July 2025
Team ID	PNT2025TMID09404
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India
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

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

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.

[Open article](#) →

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### 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

"How to make college life better for students"



### Key rules of brainstorming

To run a 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

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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!

#### Person 1

- Create a student buddy system for freshmen.
- Integrate career resources into existing programs.
- Develop a mental health calendar or helpline.
- Have classrooms more interactive.
- Organize career guidance seminars.
- Build a career library app for easy book search.
- Have monthly open mic or talent events.
- Improve the Wi-Fi speed and access.
- Add more clean water dispensers.

#### Person 2

- Offer recorded lectures for on-demand.
- Allow flexible attendance for genuine reasons.
- Develop a "student marketplace" for buying/selling books.
- Have peer-to-peer career-saving groups.
- Bring in more industry experts for guest talks.
- Provide free online course subscriptions (like Coursera).
- Digitalize regular fee forms or loan requests.
- Improve campus connectivity and other facilities.
- Offer skill workshops (coding, public speaking).

#### Person 3

- Set up a student feedback system.
- Create more internship opportunities.
- Install charging stations in common areas.
- Make college app more user-friendly.
- Provide career counselling for different fields.
- Offer financial help or fee installment options.
- Launch a podcast with student stories.
- Add skill zones or innovation corners on campus.
- Encourage student-led community service projects.

#### Person 4

- Encourage student-led community service projects.
- Make a timetable and events calendar more transparent.
- Start a YouTube channel for students too.
- Allow students to suggest subjects or electives.
- Host coding or business case competitions.
- Offer help for students preparing for competitive exams.
- Start a non-profit digital system.
- Have teachers share practical industry experiences.
- Develop digital portfolios for events, projects, etc.

3

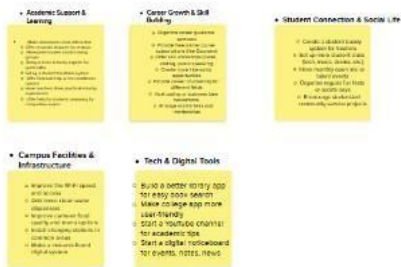
## Group ideas

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

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



## 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 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.

