Ideation Phase
Brainstorm & Idea Prioritization Template

Date	22 July 2025
Team ID	PNT2025TMID14364
Project Name	iRevolution : A data-driven exploration of Apple's iPhone impact in India using Tableau
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.

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

Step-2: Brainstorm, Idea Listing and Grouping:

2

Brainstorm

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

🕐 10 minutes

3

Group ideas

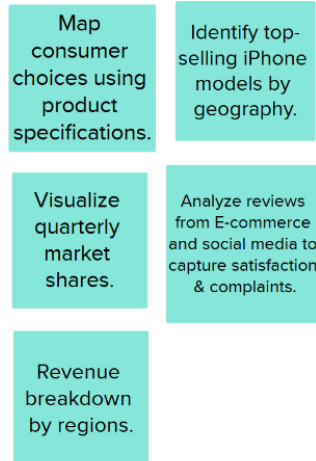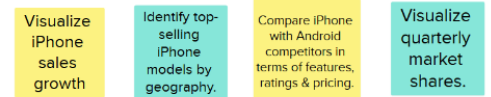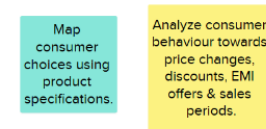Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕐 20 minutes

Person 1

Visualize iPhone sales growth

Show the impact of iPhone penetration on consumer lifestyles

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

Link revenue growth to iPhone sales and users.

Compare iPhone with Android competitors in terms of features, ratings & pricing.

Person 2

Map consumer choices using product specifications.

Identify top-selling iPhone models by geography.

Visualize quarterly market shares.

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

Revenue breakdown by regions.

Market & Sales Analysis

Visualize iPhone sales growth

Identify top-selling iPhone models by geography.

Compare iPhone with Android competitors in terms of features, ratings & pricing.

Visualize quarterly market shares.

Consumer behaviour & Economics
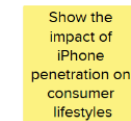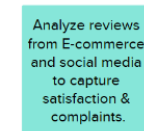
Map consumer choices using product specifications.

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

Revenue Generated

Link revenue growth to iPhone sales and users.

Revenue breakdown by regions.

Cultural & Trend Impact

Show the impact of iPhone penetration on consumer lifestyles

Sentiment & Feedback

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Link revenue growth to iPhone sales and users.

Revenue breakdown by regions.

Visualize quarterly market shares.

Visualize iPhone sales growth

Identify top-selling iPhone models by geography.

Map consumer choices using product specifications.

Show the impact of iPhone penetration on consumer lifestyles

Compare iPhone with Android competitors in terms of features, ratings & pricing.

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)