

Ideation Phase

Brainstrom & Idea Prioritization Template

Team ID	LTVIP2025TMID52225
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau

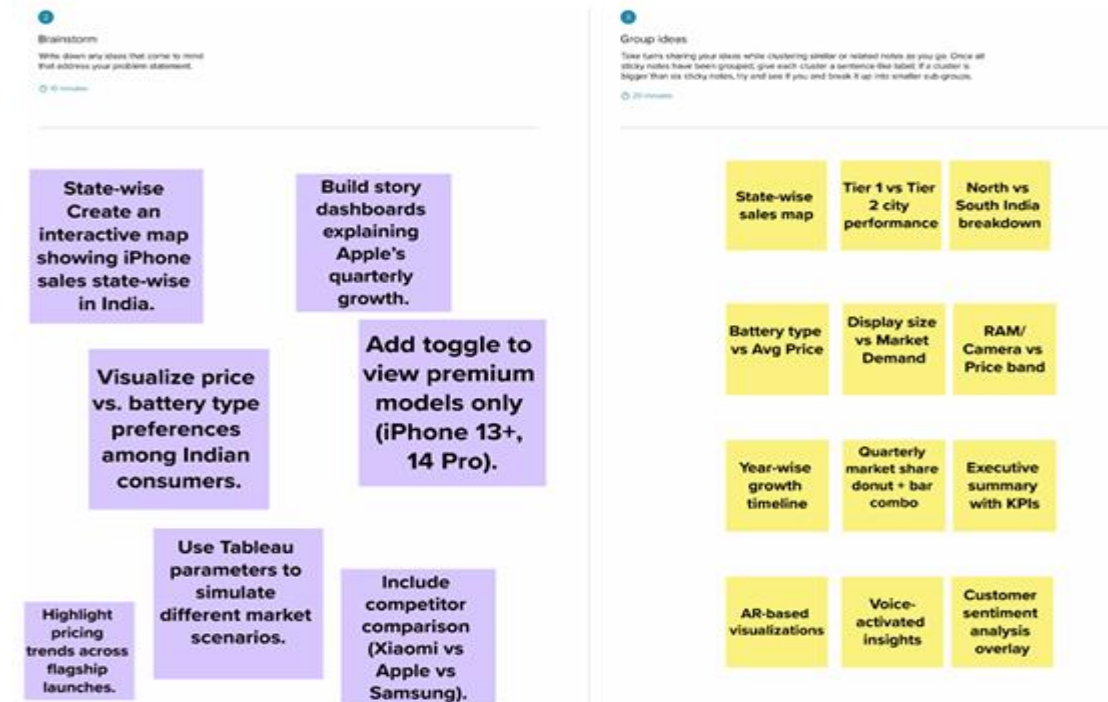
Brainstorm & Idea Prioritization Template:

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 image shows a digital interface for a brainstorming session. On the left, a vertical blue bar contains the team ID 'LTVIP2025TMID52225'. The main area is divided into two columns. The left column has a header with a lightbulb icon and the text 'Brainstorm & idea prioritization' and 'iREVOLUTION'. Below this is a large empty space for notes. The right column contains a numbered list of steps: 1. Define your problem statement (5 minutes), 2. How might we (your problem statement)?, and 3. Key rules of brainstorming. The second step is highlighted with a teal box containing the text: 'How might we help Apple and stakeholders explore iPhone sales, features, and market performance in India more effectively using interactive dashboards and storytelling?'. The third step lists four rules: Stay on topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual. At the bottom, there is a dark grey bar with a small calendar icon and the text 'Need some inspiration?'. A 'Start session' button is also visible.

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

