

Ideation Phase

Brainstorm & Idea Prioritization


Date	16 June 2025
Team ID	LTVIP2025TMID48088
Project Name	Strategic Product Placement Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

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

Template



Brainstorm & idea prioritization

Topic: Strategic Product Placement Analysis

⌚ 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

1

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

How might we improve our product placement to increase visibility and sales across different platforms and markets?

⌚ 5 minutes

PROBLEM

How might we improve our product placement strategy to boost visibility and drive higher sales performance across both physical and digital platforms?

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

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!

DHARSHINIKA

Person 2

Person 3

Person 4

Use AI-based analytics

Partner with influencers

Leverage seasonal trends

3

Group ideas

Cluster 1: Tech-Driven Placement Decisions

- Use AI-powered analytics to determine best product zones

We can use data and AI to identify the most effective product placement zones.

Cluster 2: Influencer-Integrated Placement

- Collaborate with influencers for subtle brand placement

We can improve placement visibility through influencer partnerships and lifestyle content.

Cluster 3: Seasonal & Trend-Based Positioning

- Align placement with seasonal buying behavior

We can adapt product placement strategies based on seasonal trends and customer buying patterns

TIP

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

🕒 20 minutes

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.

