



# iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

10 minutes to prepare

1 hour to collaborate

4 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



### Team gathering

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



### Set the goal

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



### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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## Define your problem statement

Clearly articulate the problem statement that your project aims to address. This will serve as the foundation for generating ideas.



5 minutes

**PROBLEM**

Examine and understand the multifaceted impact of Apple's iPhone on various aspects of the Indian market, society, and economy through data-driven research.



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

## Brainstorm



10 minutes

JERALD GOLDEN

Analyze the economic impact of iPhone sales in India.

Study the implications of iPhone pricing strategies on market penetration.

JENSON

Investigate regional variations in iPhone adoption and usage.

Assess the impact of iPhone on education and digital literacy in India.

RAGUL

Examine the environmental sustainability of iPhone production and disposal in India.

Explore the influence of iPhone ownership on consumer behavior and preferences.

KESHV RAAJ

Investigate customer satisfaction and loyalty among iPhone users in India.

Identify emerging trends in the Indian smartphone market driven by iPhone

3

## Group ideas



20 minutes

### 1. Societal Impact:

- Analyze the socioeconomic impact of iPhone adoption.
- Investigate the role of iPhone in India's digital transformation.
- Explore regional disparities in iPhone adoption.

### 2. Environmental Impact:

- Examine the environmental sustainability of iPhone production and usage.

### 3. Usage Patterns:

- Assess the influence of iPhone ownership on app usage behavior.
- Investigate customer satisfaction and loyalty among iPhone users.

### 4. Market Strategies:

- Study the implications of iPhone pricing strategies.
- Identify potential future trends and challenges.

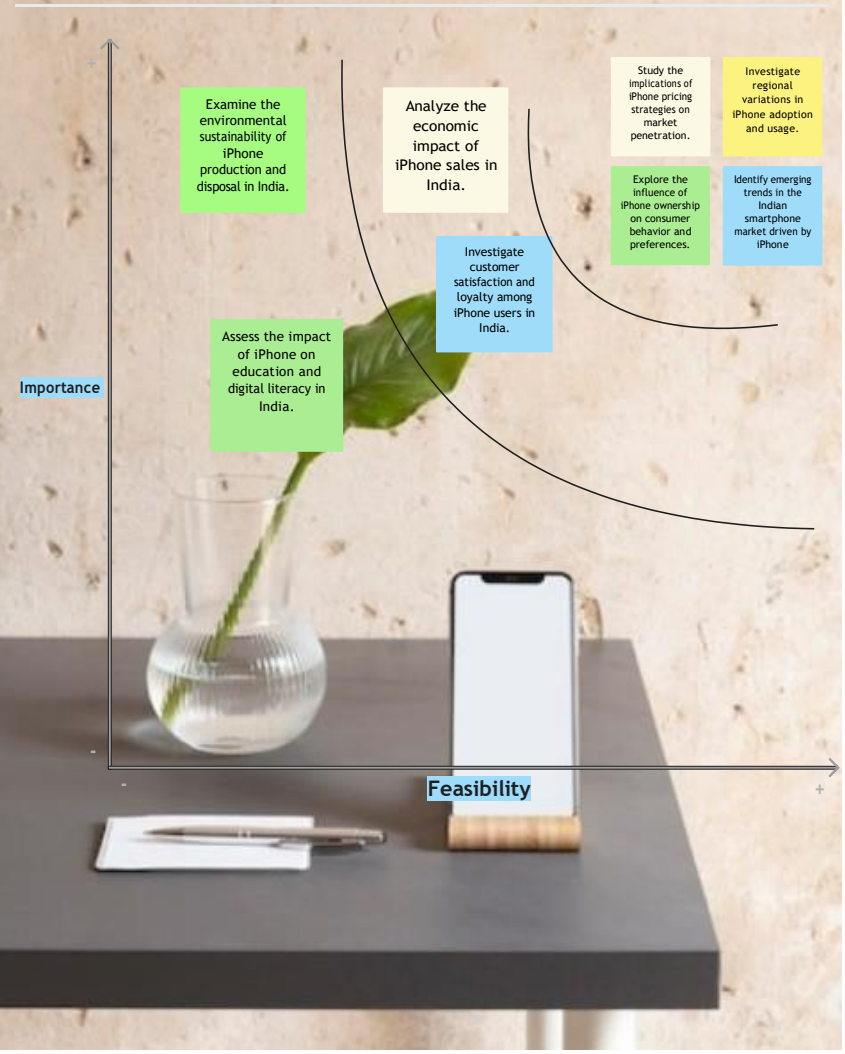
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## Prioritize

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



## After you collaborate

### Quick add-ons



#### Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



#### Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward



#### Strategy blueprint

Define the components of a new idea or strategy.

[Open the template](#)



#### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template](#)



#### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template](#)

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