

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	26 June 2025
Team ID	LTVIP2025TMID49167
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.

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



### 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

**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.

[Open article](#)

**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 Statement:**  
To discuss the rapidly growing smartphone market in India and how premium brands like Apple are gaining traction despite affordability concerns. After considering various data-oriented topics, we selected the problem statement:  
"How has Apple's iPhone influenced the Indian smartphone market, and what patterns can be observed through data visualization?"  
We aim to use Tableau to visualize Apple's impact on sales, pricing perception, demographic preferences, and competition with other brands.

**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!

Person 1

Collect and analyze iPhone sales data across Indian regions.

Person 2

Compare Apple's market share vs competitors like Samsung, Xiaomi.

Person 3

Visualize user demographic (age, income) preferences for iPhones.

Person 4

Study consumer sentiment using social media data.

Person 5

Price vs Performance analysis across regions.

Person 6

Visualize launch timelines and their effect on sales spikes.

Person 7

Identify key features driving purchase decisions in India.

Person 8

Display Apple's retail expansion footprint using maps.

### 3 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

**Grouped Into:**

**1)Market Analysis:**

Sales data trends

Competitor comparison

**2)User Behavior & Sentiment:**

Demographic influence

Social media trends

**3)Feature & Price Insights:**

Price-performance correlation

Feature preferences

**4)Geographic Impact:**

Regional sales

Retail expansion mapping

**TIP**

Add customizable tags to sticky notes to make it easier to find, remove, organize, and regroup them later on them as you wish.

## 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.

**Importance**

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

**Feasibility**

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