

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 JAN 2026
Team ID	LTVIP2026TMIDS62200
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.

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

IREVOLUTION

1

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
How might we [your problem statement]?

How might we help Apple and stakeholders explore iPhone sales, features, and market performance in India more effectively using interactive dashboards and storytelling?



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.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example →](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⌚ 10 minutes

State-wise Create an interactive map showing iPhone sales state-wise in India.

Visualize price vs. battery type preferences among Indian consumers.

Highlight pricing trends across flagship launches.

Build story dashboards explaining Apple's quarterly growth.

Add toggle to view premium models only (iPhone 13+, 14 Pro).

Use Tableau parameters to simulate different market scenarios.

Include competitor comparison (Xiaomi vs Apple vs Samsung).

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 can break it up into smaller sub-groups.

⌚ 20 minutes

State-wise sales map

Tier 1 vs Tier 2 city performance

North vs South India breakdown

Battery type vs Avg Price

Display size vs Market Demand

RAM/ Camera vs Price band

Year-wise growth timeline

Quarterly market share donut + bar combo

Executive summary with KPIs

AR-based visualizations

Voice-activated insights

Customer sentiment analysis overlay

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

